

## Product Portfolio

JATO has set the industry standard in delivery of effective intelligence to the automotive arena. Information in consistent formats, across multiple user-friendly platforms: internet, desktop and portable media.

### Our product portfolio includes:

#### Specifications

We research information for passenger cars and commercial vehicles, including:

- Detailed vehicle specifications including standard and optional equipment, published in real-time
- Vehicle prices, option prices and option build rules

Our Specifications solution includes information on every version of cars and commercial vehicles in over 45 markets. Up to 1000 items and attributes describes every vehicle and include data on all items of interest to support all business processes for our customers from Research and Development to Product and Pricing departments. Items researched include:

- Weight and dimensions
- Powertrain configuration
- Features and options, including option prices and option build rules
- Competitive components - performance, economy, safety, comfort
- Vehicle prices
- Warranty
- Taxes
- And much more

#### Incentives

Our incentive solution is a new addition to the JATO product portfolio. Our incentives information provides customers with a comprehensive view of the tactical support activities in the market to enable programmes and counter measures to be developed and implemented to support sales over the product lifecycle.

The JATO incentive product enables comparison between the incentive customer value for a vehicle against competitors. Incentive values are calculated for incentives where no direct customer value exists, such as finance incentives.

Our incentives product is available through multiple delivery mechanisms, including integration with our Value Analysis functionality to support pricing, which empowers the industry to make truly informed business critical decisions.

## **Total Cost of Ownership**

Our Total Cost of Ownership (TCO) solution is a new addition to the JATO product portfolio. TCO enables our customers to compare the costs of the own brand's vehicles against competitors for Depreciation, Taxes, Insurance, Fuel costs, and Service, Maintenance, and Repair costs – all from trusted and independent sources.

Research and development departments can use the information when designing their vehicles and can consider all aspects of operating costs and residual values against target competitors, in order to ensure that the future product is competitive.

TCO also provides invaluable information for fleet, leasing, and finance areas.

## **Source Volumes**

JATO Net's current and historical sales and registration data spans 58 countries worldwide, and vehicles from passenger cars to light and heavy commercial vehicles.

Data is sourced from official authorities, and when required, locally too.

Our intelligence is presented consistently across markets, brands and criteria, with unfailing accuracy as precedent.

Early make and model overview statistics are followed by complete statistics – a comprehensive and up-to-the-minute overview of market information.

## **Model Mix Volumes**

JATO's Model Mix Volumes databases of sales and/or registration data cover 35 markets.

Source volumes data is distilled to version level, and further enhanced with pricing detail.

Version levels are researched by local 'model mix volumes' specialists, responsible for collating data from manufacturers and importers. Secondary sources fulfil any further data, to which JATO adds price and technical criteria from our own detailed specifications research.

The combination of full and accurate technical and pricing data empowers customers with quality sales and pricing trend market analysis.

## **Model Mix Volumes with Specifications**

An integrated database with detailed version level Model Mix Volumes data. Includes pricing and technical detail for over 320 items from the specifications databases, with feature availability information.

Facilitates trend analysis using a combination of sales statistics, technical detail, prices and feature availability on any vehicle. For example, you could determine numbers of vehicles sold in the lower medium segment in France with Cruise Control as standard equipment, with a vehicle price lower than 20000 Euro.

Used to identify best selling features, availability in the past and today, and predict future trends.

## **Option Take Rate**

Option Take Rate is a new addition to the JATO product portfolio. Our solution gives customers the ability to analyse the actual demand for options offered in the marketplace at a given price. This information will support key option equipment and pricing decisions.

Option Take Rate includes both the standard fitment rate and the option take rate to show the total fitment rate. The total fitment rate is needed to understand the true demand of a feature for competitors' vehicles, or for a segment.

Price and take rate charts furthermore support pricing decisions by enabling analysis of competitive option take rates compared to the option prices, so that customers can optimise and increase their sales revenue.

Option Take Rate is also of high value to Component suppliers and Manufacturers. Customers can analyse the total fitment rate, and trend, of an option which indicates the production needed to meet future demand.

## **Carspecs**

An integrated vehicle specification, pricing and news database spanning over 45 markets and over 1000 items of vehicle price and specification for all marques and model.

The user can compare vehicles, demonstrate key advantages of benchmark vehicles versus a competitor or even show the price advantage held over the competitor using the Comparably Equip function. Functionality is further enhanced with Option Availability, an E-Brochure, export to PDF and an eLearning module.

With its intelligent build logic (meaning you can't build cars that don't actually exist) and the facility to customise the content with the users own terminology, look and feel, Carspecs has the flexibility to be integrated simply and effectively into any back office management system, extranet environment or public website application.

Carspecs provides a professional, comprehensive and accurate user friendly interface.