

20 May 2011

JATO DYNAMICS STRENGTHENS GLOBAL RETAIL TEAM

- **Simon Croft joins JATO as Market Development Manager for Global Retail**
- **Joins from Nissan Europe with over 20 years of global automotive industry experience**

Simon Croft has been appointed Market Development Manager for Global Retail at JATO Dynamics, a leading global provider of automotive data intelligence.

Simon brings over 20 years of global automotive industry experience, most recently from his work at Nissan Europe in Switzerland where he was responsible for the management of product and full lifecycle programmes for their sports car range.

He has also worked extensively at manufacturing, wholesale and retail levels in the UK, Europe and the United States for Mercedes-Benz, DaimlerChrysler and Lotus.

Andy Rothery, CEO commented: "Simon will play a vital role in driving further growth in the retail sector, through developing pioneering propositions that are aligned to the needs of our customers, both now and in the future."

For more information on JATO Dynamics visit www.jato.com

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About JATO

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives.

The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers, giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs.

JATO's intelligence has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process.

Visit JATO at www.jato.com.