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JATO DYNAMICS CELEBRATES SUCCESSFUL LAUNCH OF ROMANIAN OPERATIONS

JATO Dynamics, the world's leading provider of automotive research and intelligence, officially launched its Romanian operations to an audience of leading industry executives recently.

Many of the key Romanian automotive industry decision-makers were present at the launch event, including Brent Valmar, CEO of Porsche Group Romania; Masahiro Ikeda, VP of Honda Trading Romania; George Kiriazis CEO Toyota Romania; Herbert Stein, President Autoitalia Group and Paul Flanagan, Managing Director of Ford's Romanian operations.

Mr. Flanagan also made a keynote speech to the assembled audience, and said: "We are pleased to welcome JATO to Romania and look forward to the same relationship that we have with them in other European counties. I have worked with JATO my entire career, so it's excellent to have them in Romania."

JATO has an unrivalled, global reputation for the provision of specialist data and intelligence services to the automotive industry. Vassilios Dais, Regional Sales Manager Central and Eastern Europe and Emerging Markets, said: "Romania is an increasingly important European market, and our launch event provided the industry with a glimpse of how JATO solutions can address the industry's analysis, positioning, quotation and automotive intelligence needs".

JATO already has contracts with some of Romania's largest volume car makers.

JATO has been the driving force behind effective decision-making right across the automotive industry since 1984. Its core capability is the provision of accurate, comprehensive and up-to-the minute research and data on vehicle specification and pricing; sales registrations; and broader automotive industry news.

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Editorial note: JATO Dynamics background

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 while major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at www.jato.com.

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