

14 October 2010

JATO AND BETTER.BE TACKLE HIDDEN COST OF AUTOMOTIVE LEASING

JATO Dynamics, the world's leading provider of automotive intelligence, has identified the ability to reduce costs of automotive leasing contracts through its six-year partnership with the Dutch internet consulting and business solution company, Better.be.

Their joint initiative has allowed companies to reduce costs significantly, by improving and simplifying their data management process and better managing their data supply and requirements.

"Data entry and company-specific data enrichment is an expensive and time consuming activity: it requires much internal resource and ties up staff, who could otherwise perform tasks more valuable to the business," explains Olivier Peijs, JATO's Netherlands Country Manager.

JATO and Better.be are providing the latest market data, in a tailored, quality-checked solution, that has been calculated to generate significant savings for customers who would otherwise have to use their own resources to manage data.

The objective for JATO and Better.be has been to blend the best data with a strong application, to make an intuitive and powerful solution for customers of any size, from 1,200 vehicles, to over 100,000.

This partnership is strengthening JATO's presence in the European leasing market and supporting Better.be's plans for European expansion. JATO currently works with Better.be in seven key markets: Austria, Switzerland, Belgium, Luxemburg, France, Germany and The Netherlands.

Better.be was founded in 1999 and are based in Enschede, The Netherlands. It improves the business of its customers and delivers solutions for internet business (business web applications, web services and SAAS) for both the automotive leasing and as well as the broadcasting media markets.

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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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