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## **JATO AND EXPERIAN TEAM UP TO CREATE MEXICO'S FIRST VEHICLES IN OPERATION (VIO) DATABASE**

JATO Dynamics is at the forefront of a new initiative launched this month that will, for the first time, give the automotive industry a clear and timely picture of the vehicles currently on the road in Mexico.

The new product - created with Experian, the leading global information services company - will give clients the latest intelligence on purchase trends and the needs of the Mexican market, to grow and target their businesses with greater confidence and accuracy.

"Our VIO gives the aftermarket the understanding and insight they need to be competitive and successful down to their target market/geographic segment," said David Mitchell, Regional General Manager, JATO Dynamics.

"This business intelligence will help our clients quickly make profitable strategic planning decisions."

The knowledge generated enables clients to identify their target market opportunities by product segment and geography; analyze their performance relative to the competition; eliminate "obsolete" parts in their inventory, reduce inventory costs and above all increase sales and profits.

Mitchell continued: "Twenty years ago, the Mexican car market only had five main brands. Today there are over 25 million VIO, featuring 30 makes with 250+ different models; hence it is has become increasingly complex to determine a reliable VIO figure."

The JATO/ Experian VIO has been created with input from official sources such as: government (INEGI), vehicle associations (AMIA, AMDA, INA), OEM's, and car importers. The VIO database is now available at the national level, and is updated twice a year; future releases will include details and figures at the state and metropolitan geography levels. The VIO data, which is coded to AAIA standards (ACES), includes more than 20 detailed vehicle attributes for 1995 and newer vehicles including make, year, model, engine size, fuel type, body style, doors, drive wheels and transmission (type and speeds). VIO counts are also available for 1983 to 1994 models by make, year and model.

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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 43 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 data 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 data to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com).

#### **About Experian Automotive**

Experian Automotive, a part of Experian, delivers information services to manufacturers, dealers, finance and insurance companies, and consumers. Experian® helps automotive clients increase customer loyalty, target and win new business, and make better lending and vehicle purchase decisions. Its National Vehicle Database, housing more than 625 million vehicles, along with Experian's credit, consumer and business information assets, meets the industry's growing demand for an integrated information source. Experian's advanced decision support services help clients turn this information into improved business results. Experian technology supports top automotive businesses, including eBay Motors, CarsDirect.com, CarMax and NADAguides.com. For more information on Experian Automotive and its suite of services, visit our Website at <http://www.experianautomotive.com>.

#### **About Experian**

Experian is the leading global information services company, providing data and analytical tools to clients in more than 90 countries. The company helps businesses to [manage credit risk](#), [prevent fraud](#), target marketing offers and automate decision making. Experian also helps individuals to check their [credit report](#) and [credit score](#) and protect against [identity theft](#).

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2010, was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.