

October 10, 2007

## **JATO ANNOUNCES APPOINTMENT OF NEIL PALFREEMAN AS NEW CHIEF**

JATO Dynamics, the world's leading supplier of automotive data and intelligence, today announces that it has appointed Neil PalFREEMAN as its Chief Executive Officer. He will take overall responsibility for the management of JATO's global activities.

Neil's specific brief is to further enhance JATO's capabilities in delivering world-class products and services to its customers. The fundamental objective will be to refine and improve the efficiency of the management structure and processes, to support customer relationships and to develop JATO's core competencies and expertise to continue delivering industry leading data-based solutions.

"Neil's primary focus is to challenge the way the business works, introduce new approaches to our operations in the market place, and to create an organisation that can grow in line with our customers changing demands," says Chairman Jake Shafran. "I am excited about the future, and Neil is a fundamental element of our plans."

"JATO has a reputation for high quality data provision within the automotive market," says PalFREEMAN. "My aim is to leverage my experience gained as both Marketing Director and Managing Director, to bring a more client orientated approach to the business. This means helping to create an organisation that gets much closer to our customers operations and requirements, has greater customer focus on new product development, establishes the right technological platform to improve client services and drive organisational efficiencies that will ultimately benefit our clients for years to come."

Under PalFREEMAN's direction, recent developments at JATO include the recently formed Technology and Business Development departments to provide an enhanced infrastructure to support the design, development and delivery of new products and services to the market place. The Business Development department provides strategic planning and commercial management of products and services, brand communications and market development, coupled with commercial and technological prioritisation for

new product development. The Technology department will ensure a high performance and integrated approach to technology across all functions.

Changes in the field include a new Regional General Management structure, while the implementation of a Trading Board is providing a dedicated customer service focus to assist with developing the major relationships and opportunities for the business.

-Ends-

**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 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)

*For further press information, please contact:*

*Peter Haynes at Automotive PR. Tel: +44 (0) 207 494 8056*

*Mob: +44 (0) 7738 883259*

*Email: [phaynes@automotivepr.com](mailto:phaynes@automotivepr.com)*