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## **JATO JOINS FORCES WITH IZMOCARS TO PROVIDE HIGH QUALITY IMAGERY**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has formed a strategic working partnership with izmocars, the leading Interactive Media producer for the automotive industry, for the provision of high quality automotive images and interactive media content in its industry-leading solutions.

The new partnership will see the two companies working together in the North American market where JATO solutions are highly regarded by technology partners. Thanks to this latest agreement, customers who require an online automotive portal or an automotive retail solution will now have access to a one-stop complete and innovative solution which unites the most up-to-date information from the automotive industry with high quality images, supported by the very latest interactive media technology.

"This is major step in our ongoing commitment to enhance our customer service," says Evaristo Garcia, President, at JATO Dynamics Inc. "izmocars has an outstanding reputation in their sector and they provide us with a perfect strategic partnership opportunity. This will allow us to not only provide our customers with a powerful tool which enables a more comprehensive analysis of the marketplace, but will also make available for the first time an enhanced and un-rivalled visual offering."

izmocars claim the largest, high quality, interactive automotive library in the North America market. Tej Soni, CEO of Izmo cars, says: "We look to form associations with companies that have the same level of commitment to quality and customer care. JATO is a high-quality global supplier to the automotive industry, and izmocars is delighted to be working alongside

them. The partnership will deliver a unified data and interactive media platform for customers seeking a single platform for the online content needs”

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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 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 izmocars**

izmocars is a San Francisco based industry leading provider of interactive media solutions, eCommerce websites, dealer sales training and online marketing to the retail automotive industry. izmocars also provides Customer Relationship Management software and an online accessories platform for the automotive industry and is regarded as a leader in innovation within the automotive industry. Visit [www.izmocars.com](http://www.izmocars.com) for more information.