

JATO Dynamics

While the operational implementation of data insights is vital for success, many organisations are only now realising the commercial potential of this intangible goldmine... with a few forward-thinking exceptions.

One such exception is JATO Dynamics. This global organisation is a leader in automotive market intelligence, delivering the world's most complete, accurate and up-to-date databases of vehicle prices and specifications as well as industry news, incentives information and sales and registrations data.

Car data is pivotal in supporting mobility players across the entire supply chain, and while automakers and suppliers have full capability to analyse their own data sources, there is a limit to the reach of their insights.

JATO has been an expert in this field since the early 1980s, exploiting a gap in the market by providing market intelligence and creating insights based on its findings. Building on such foundations, JATO is now utilising digital technologies to the maximum, reshaping consumer and business behaviours and developing increasing opportunities for companies to obtain real-time, bespoke information solutions.

With an international reach across a broad range of industry segments, JATO has gained a reputation of being the true data experts of the automotive

world. As such, JATO is able to spot opportunities in the market long before the need is even apparent.

An example is the success of JATO's service, WLTP Link. The WLTP (the World Harmonised Light Vehicles Testing Procedure) is the new standard for CO2 emissions and fuel consumption.

Despite the deadline for implementing WLTP solutions having long since passed, many OEMs and leasing companies across Europe have faced continued challenges regarding CO2 compliance.

JATO's WLTP Link, formed together with Sofico, is the only solution to these difficulties and covers 48 brands across 32 countries.

Customer response has been highly positive. For example, Benjamin Daels, Sales & Marketing Director at ALD Automotive, said of the effectiveness of the WLTP solution: "It was important to be able to show both NEDC and WLTP values on our documents. Thanks to the smooth cooperation with JATO and Sofico, we quickly transformed a complex situation into a transparent solution for our customers."

As the automotive world continues to evolve, JATO understands that businesses involved in selling new vehicles need access to WLTP values and that they need that data in a format that is usable, understandable and shareable.

The current transformation taking hold of the industry regarding monetising data and understanding how to utilise it to the maximum underlines the relevance of JATO Dynamics and its services.

The very core of JATO's business is to track and understand car sales and features, not just the volumes but the value of features and options. Through understanding this data, the organisation is able to transform its insights into commercial solutions for their consumers.

It is no surprise, therefore, that the company is currently looking at solutions that extend into the market as EVs and digital retail continue to grow in usage.

JATO CEO, David Krajicek said: "The automotive industry has shifted significantly in recent years, impacted by technological advances, digitalisation, and changing consumer priorities.

JATO Dynamics has unique insight on automotive trends and consumer mindsets, and is dedicated to helping the sector harness these insights and convert them into business success.

Our goal is to aid the industry in its post COVID-19 recovery and beyond by providing insights that are applicable across the entire market, that help companies evolve their business strategies and day-to-day decision making to ensure it is aligned with ever-changing consumer preferences.'

These solutions are yet to be delivered in full, and as the automotive world continues to transform at rapid pace, the challenge will be for suppliers such as JATO to keep up.

But with a wealth of data stores and an ear to the ground on sector movements, JATO has every intention of staying ahead of the game.



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