

The Future of Benchmarking is Here...

In a constantly changing and increasingly complex automotive market, understanding product position is more important than ever for original equipment manufacturers (OEMs).

Are you in position?

- Does your product perception align with the product objectives? How do you know?
- Getting it right requires access to the information about your vehicles and a thorough understanding of your position in the market.
- And then there is the customer perspective to consider...



The importance of the customer's perspective

From think quick Google, we understand that a customer's car shopping journey follows a set of predictable steps a customer will ask themselves:



1 Does it fit with my lifestyle?

2 Is this within my budget?

3 Does it have the features I expect?

4 Is there a better option out there – an alternative model or make?

Why is this important within the benchmarking process? It ensures you're building the cars customers want, and will buy, when given a choice of similar models.

A revolution is coming...

At JATO, we strongly believe the benchmarking process needs to get up to speed with a more evolved market to ensure both OEMs' and customers' needs are met.

Benchmark using today's data for tomorrow's decisions

Our team of experts have developed Product Navigator, a dynamic online intelligence tool that will revolutionise product positioning benchmarking across an entire market.

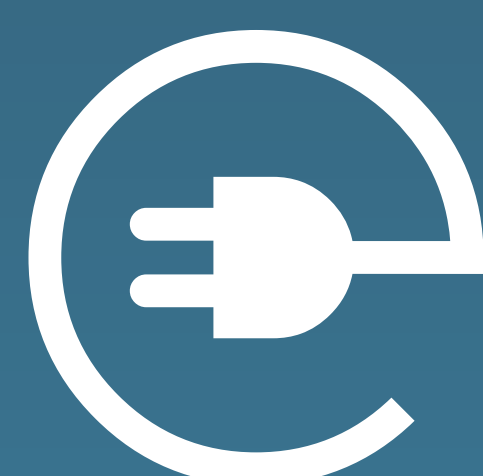
Taking into account the customer buying decision process, combined with the traditional industry approach by model/trim, Product Navigator has a long list of use advantages – here are a few:



Instant Market Value Analysis:
a global view for any cluster of vehicles



Strategic Recommendations:
provides the 'must have' and 'nice to have' features



Plug & Play:
get up and running fast



Just 3 Clicks:
the right answer quickly at your fingertips



+40 Countries in Scope:
by segment, country, region
by views and/or data type



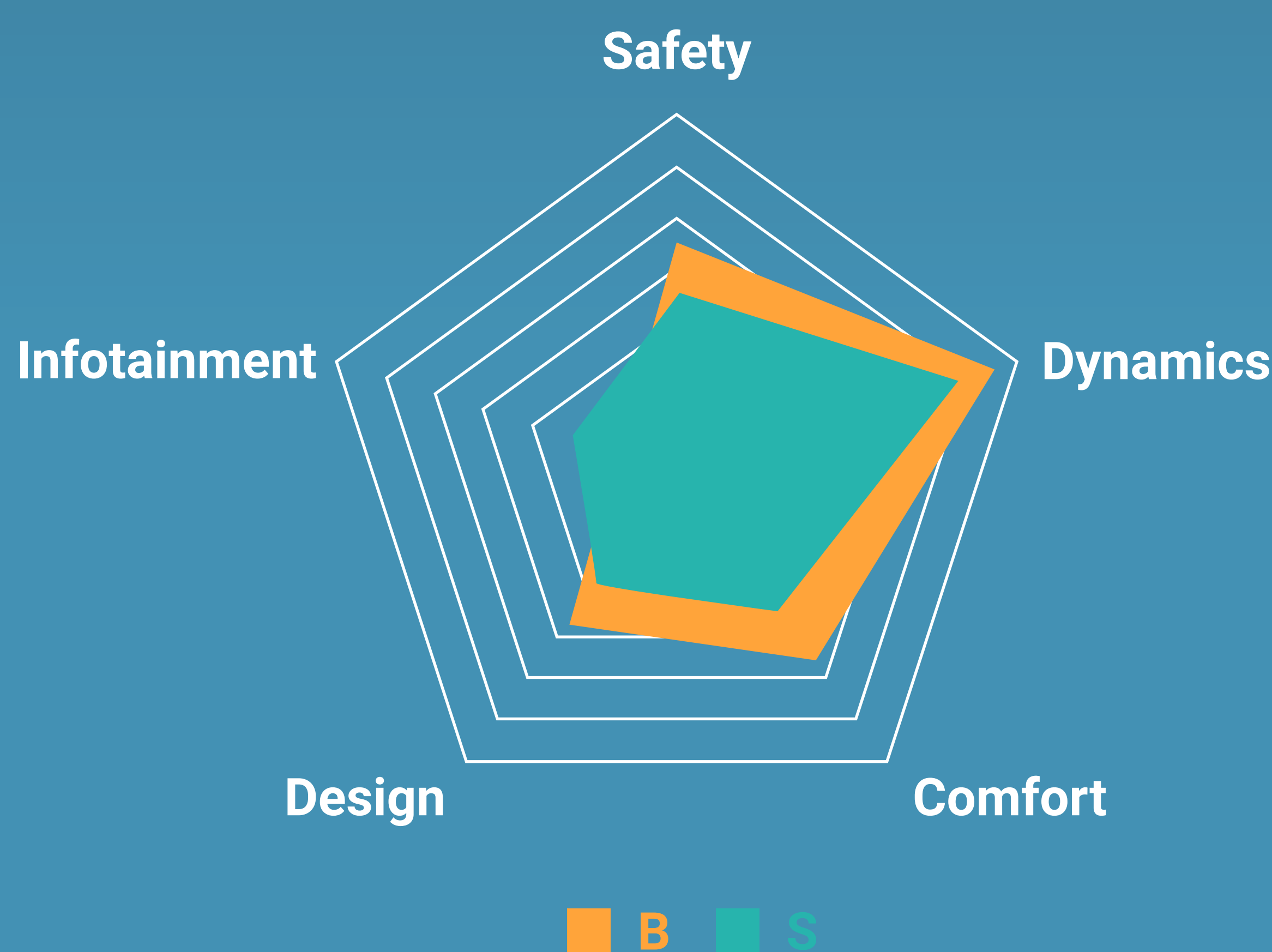
Timely Insights:
analyse what has been sold using the most up-to-date data

But do you align?

Is your vehicle perceived for safety, comfort or infotainment? And does it align with the product objective?

With Product Navigator, you can understand your position and benchmark easily to inform future business decisions.

Whether you want an overall market snapshot, or to drill down into the depth of product details, Product Navigator helps to inform your product and pricing strategies by understanding your true value and position in the market, using the most up-to-date leading intelligence based on real data and insights.



A simple solution for a complex problem.

Are you ready to move your benchmarking analysis to the next level? Get in touch with our experts to learn more:

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