

**Two Strategic Business Moves Position J.D. Power and Associates
to Expand Global Operations and Services to the Automotive Industry**

A New Office to be Opened in Munich, Germany, and a UK Acquisition is Finalized

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WESTLAKE VILLAGE, Calif.—Two strategic business moves announced today by J.D. Power and Associates position the marketing information firm to expand its operations and services to the automotive industry and its suppliers in Europe and other regions internationally.

A new regional office, the second in Europe, will be located in central Munich, Germany. It is being established by newly appointed Germany managing director David Lauth. The firm's first European office, located in London, has been conducting research in the UK, France, Italy and German markets since 1996.

“David Lauth's extensive automotive background adds another valuable asset to our European team,” said J.D. Power IV, executive vice president of international operations for J.D. Power and Associates. “We have been successful at bringing a better understanding of the voice of the customer to German companies, and we see tremendous opportunities to help companies integrate that voice into their operations. Basing David in this new office allows our firm to serve our German clients better and meet emerging opportunities.”

Mr. Lauth's work experience includes many years living in South Africa and in England focusing on the retail side of the automotive business. Prior to joining J.D. Power and Associates, he worked for Urban Science and was previously with JATO Dynamics.

The second announcement by J.D. Power and Associates is the acquisition of

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LMC Automotive Services, Ltd., the Oxford, England-based automotive forecasting and market analysis company it has been working closely with since 1996. Under an alliance banner of J.D. Power-LMC, the two companies have provided the automotive industry with comprehensive global and regional light-vehicle sales, production and powertrain forecasts and insights.

“Combining our forecasting operations in the United States and the UK will accelerate our strategy to provide continued quality, innovative products, services and automotive intelligence and consistency across the industry,” said Steve Goodall, president and CEO of J.D. Power and Associates. “It will enable us to take this solid business foundation to a new level by creating next-generation automotive forecasting products and services starting in Europe and expanding to other regions around the globe.”

In addition to its five offices in the United States, J.D. Power and Associates has international offices in London, Tokyo, Singapore, Sydney and Toronto.

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. www.jdpower.com

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