



vAuto Launches Used-Vehicle Pricing Tool for Dealers

OAKBROOK TERRACE, Ill. *October 11, 2007* — vAuto recently announced the launch of its new vAuto Pricing Tool, which is designed to give used-car dealerships the opportunity to view up-to-the-minute retail pricing of every used vehicle in their market.

According to officials, this tool enables dealers to instantly see where their cars rank on customer Internet searches and adjust tprices to rank higher than competitors.

"Today's used-car buyers search the Internet to find the best value on the vehicle they want," explained Keith Jezek, vAuto's chief executive officer. "Each search returns dozens, if not hundreds, of similar vehicles in their area to consider.

"Customers shorten this to a manageable list by ranking vehicles with the best price and mileage at the top. The vAuto Pricing Tool shows a dealer where their inventory ranks on these searches and gives them the information they need to immediately adjust their prices and drive these potential customers to their lot," he continued.

The vAuto Pricing Tool's straightforward Web-based interface can allow dealers to compare every car in their inventory against identically equipped vehicles in their market, executives highlighted.

By offering a review of direct competition, dealers can easily raise or lower a used-vehicle price to achieve a better ranking without sacrificing profit. These rankings can be displayed by price or by incorporating vehicle mileage into the ranking to assess a vehicle's value the way a consumer would, officials pointed out.

Selecting the "vMax" button prevents the dealer from losing profit by showing how much they can raise a price and still maintain their desired rank, they added.

Moreover, the system can generate electronic alerts to inform dealers of market changes that may threaten their competitive position.

"In the past, dealers priced inventory at \$3,000 to \$5,000 above the vehicle cost. But with consumers now using the Internet to compare vehicle prices, this traditional approach has become an ineffective way to attract buyers," said Dale Pollak, vAuto founder and chairman.

"The vAuto Pricing Tool helps dealers to price vehicles strategically and thereby dramatically increase showroom traffic," he concluded.