

**FOR IMMEDIATE RELEASE**

**VAUTO CUSTOMERS CONTINUE TO SET PERFORMANCE RECORDS**

**OAKBROOK, IL (January 28, 2010)** – vAuto customers show continued strength through 2009 and into 2010.

Ramsey Nissan of Upper Saddle River, NJ., retailed 40% more Pre-Owned vehicles in 2009 than in 2008. “I am a firm believer there is no such thing as luck,” says John Creran, Ramsey’s General Sales Manager. “Luck is when opportunity meets preparation. We thank vAuto for all their assistance, insight and foresight.”

Paragon Honda in Queens, N.Y. delivered over 200 certified pre-owned Hondas in the month of December – their best December ever. That puts Paragon Honda at an all time record of over 2025 Certified Pre-Owned Hondas for 2009, more than double the next closest Honda dealership in the country. “With vAuto’s real-time, up-to-the-minute used-vehicle pricing information, we are able to make better decisions when purchasing pre-owned cars and trucks, and enabling us to price vehicles more accurately for our market,” said Brian Benstock, Paragon’s co-dealer principal.

“Although it’s a difficult market, dealers across the country are finding that they can thrive using the proven techniques of Velocity Management and the industry’s best stocking, appraising, pricing and merchandising tools,” said Dale Pollak, chairman and founder of vAuto.

By implementing vAuto and new sales processes as well as strengthening fixed operations, The Kocourek Auto Group in Wausau, WI made great progress in 2009, seeing increases from 2.1% to 5.2% net on sales for all of their franchises.

The success continues for Finish Line Ford in Peoria, IL and Acton Toyota of Littleton, MA. Bill Pearson's Finish Line Ford ended 2009 with over 3200 used retail sales versus 1750 in 2008, accompanied by record used vehicle net profit. Acton Toyota climbed to second in the region for Toyota Certified Used Vehicles in 2009 with a total of over 1000 TCUVs.

"If there is a secret to success," Pollak said, "it's knowing your market and then managing your used car inventory for rapid turnover of cars and trucks. We couldn't be more proud of the accomplishments our dealers have made in 2009. We will be with them every step of the way in the coming years."

Headquartered in the Chicago suburb of Oak Brook, IL., vAuto also maintains a research and development center in Austin, Texas. The company's "Live Market View" technology currently allows more than 2,500 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database.

The nation's five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was recently ranked number 22 in *Inc.* Magazine's 2009 annual ranking of the fastest-growing, privately held companies in America. The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at [www.dalepollak.com](http://www.dalepollak.com). More information on vAuto is available at [www.vAuto.com](http://www.vAuto.com).

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