

FOR IMMEDIATE RELEASE

vAUTO, CARFAX UNLOCK PROFIT FOR AUTO DEALERS

New Study Finds Key to Lifting Vehicle Value, Improving Inventory Turn

CHICAGO -- A study released today proves that dealers can maximize profitability by immediately evaluating cars at trade-in. vAuto and Carfax deliver a powerful tool that dealers are using to identify cars that command a premium price on the retail market. According to vAuto, dealers consistently price Carfax 1-Owner cars an average of \$1,000 more than cars without the Carfax 1-Owner designation.

“In these tough economic times, dealers need to know which cars and light trucks can be aggressively marketed the second they hit their lots,” said Keith Jezek, president and CEO of Chicago- and Austin-based vAuto. “Integrating critical Carfax data with vAuto’s Live Market View inventory-management system gives our customers an immediate competitive edge to maximize profits.”

Consumers prefer cars that have had only one previous owner. Using the vAuto tool, dealers can price their vehicles at the top of the market. The study, based on more than 3.5 million online listings, also indicates that Carfax 1-Owner cars increase inventory turn. Combined with a higher resale value, Carfax 1-Owner cars maximize a dealer’s profit per unit.

“In a volatile market such as we have today, it’s essential to be able to identify your surefire winners. By using vAuto in conjunction with the Carfax 1-Owner designation, I continue to see an increase in sales as well as an increase in per car gross,” said Gary Duncan, Duncan Automotive Network of Christiansburg, Virginia.

Previous studies show a minimum sale price lift of \$300 for Carfax 1-Owner cars. Carfax has programs in place to make sure dealers take full advantage of their inventory’s profit potential. Contact your Carfax representative or visit www.carfaxonline.com.

-- more --

About vAuto

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto maintains a research and development center in Austin, Texas. The company provides the auto industry's only "live, real time" analysis of used-car markets with up-to-the-minute information about used-vehicle supply, demand and pricing tailored to specific dealership market areas.

All six of the nation's highest-volume franchised dealerships by brand, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota, use stocking, pricing and appraisal strategies supported by vAuto software solutions. Virtually every imported and domestic vehicle brand is represented on the company's customer list, including Acura, Audi, BMW, Hyundai, Infiniti, Kia, Lexus, Mercedes, Porsche and Volkswagen, as well as all Chrysler and General Motors brands.

More information on vAuto is available on the Internet at www.vAuto.com.

About Carfax (www.carfax.com)

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that help used car buyers and sellers make better decisions. Free Carfax Vehicle History Reports are instantly available with vehicles listed in nearly every online marketplace by Carfax-subscribing dealers. For more information or to become a Carfax-subscribing dealer, visit www.carfaxonline.com.

#

Media Contact Information:

Michelle Black
vAuto
Phone: +1.630.590.2023
E-mail: mblack@vauto.com

Christopher Basso
Carfax
Phone: +1.703.934.2664

Sara Furtwaengler or Larry Weis
AutoCom Associates
Phone: +1.248.647.8621
E-mail: sfurtwaengler@usautocom.com or lweis@usautocom.com

09.Dec.08