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FOR IMMEDIATE RELEASE

Auction Genius Adds SmartAuction To Its Car-Buying Platform
Integration Expands Dealers' Auction Purchasing Power

OAK BROOK, IL – November 15, 2012 – vAuto's Auction Genius announces the addition of SmartAuction to its wholesale vehicle evaluation and purchasing platform, giving dealers a wider selection to fill their used vehicle inventory acquisition needs.

"The agreement with SmartAuction advances our mission to help dealers evaluate and acquire more used vehicles in less time," says Todd Kinzle, co-founder and director of operations for Auction Genius. "Our platform now includes all of the 'Big 3' wholesale auction providers—Adesa, Manheim and SmartAuction—that dealers rely on to source used vehicles."

SmartAuction dealers who use Auction Genius can access, evaluate and purchase SmartAuction vehicles via the Auction Genius dashboard beginning today.

Auction Genius gives dealers a simple combined screen view to evaluate more vehicles in less time and participate in more auctions. The technology offers users complete vehicle condition, history and book value reports in a single, efficiency-focused, easy-to-use display. Auction Genius incorporates both local auction and vehicle specific information to help dealers make smarter buying decisions.

“Our customers have told us that they value the unique suite of tools Auction Genius provides them,” says Steve Kapusta, vice president of SmartAuction, Ally Financial’s online used vehicle auction. “As our industry begins to return to hitting the accelerator to find new ways of providing value and making it easier than ever for dealers to find the right vehicles for their market.”

About Auction Genius

Auction Genius is a wholly owned subsidiary of vAuto that provides a web-based software solution to help auto dealers buy vehicles at auction. With a simple combined screen view dealers can quickly evaluate more vehicles in less time and participate in more auctions. Auction Genius incorporates both local auction and vehicle specific information to help dealers make smarter buying decisions. The Auction Genius platform integrates with a growing list of industry partners including CARFAX, AutoCheck, NADA Guide Book, Black Book, Kelley Blue Book, and Galves. Current auction integration includes Manheim Simulcast, OVE.com, Manheim PowerSearch, ADESA LiveBlock and OPENLANE, and Ally Financial’s SmartAuction. Auction Genius is located in Longmont, CO. Additional information about Auction Genius can be found at www.auctiongenius.com.

About vAuto

vAuto provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto’s Provision inventory management system simplifies the acquisition, pricing and merchandising of used vehicles for dealers based on real-time supply-and-demand data in their markets. vAuto’s Auction Genius platform makes it easier for dealers to acquire used vehicles at leading auctions. vAuto’s RealDeal leverages dealer market intelligence to build transparency and profits in used vehicle sales processes. Today, thousands of dealerships across the United States and Canada rely on vAuto’s used vehicle systems. Dale Pollak, vAuto’s founder, has written two automotive retail industry best-sellers, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. Headquartered in the Chicago suburb of Oak Brook, IL, vAuto maintains a research and development center in Austin, TX, and field office in Longmont, CO.

vAuto is a wholly owned subsidiary of AutoTrader Group. Additional information about vAuto is available at www.vauto.com.