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FOR IMMEDIATE RELEASE

AuctionGenius, Auction Edge Empower Buyers at Independent Auctions
Partnership Enables Wholesale Buyers to Become More Effective and Efficient

OAKBROOK TERRACE, IL (June 8, 2015) – vAuto announces a partnership with Auction Edge to enable integration of EDGE Pipeline and EDGE Simulcast with vAuto Genius Labs' AuctionGenius. The partnership enables wholesale buyers to use AuctionGenius as they prepare for and participate in live physical and online sales at independent auctions across the country.

EDGE Pipeline provides wholesale buyers access to more than 100 independent auctions across the country, allowing them to search inventory across multiple auctions and enter live simulcast sales.

With this integration, AuctionGenius dealers can now use EDGE Pipeline to help them be more effective and efficient researching and preparing for online and physical auctions. The integration also allows buyers to see all of the critical information they need to make an informed decision while participating in a live sale. Additionally, the AuctionGenius mobile application for iOS and Android will now display run lists and inventory details for inventory at Auction Edge partner auctions.

“Our partnership with Auction Edge continues our mission to give dealers all the information they need to more easily evaluate and purchase vehicles from the widest array of wholesale auctions,” says Randy Kobat, vAuto vice president and general manager. “The fact is, today’s highly competitive market requires dealers to go further to find the right wholesale vehicles. Combining the power of AuctionGenius with the breadth of independent inventory available through EDGE Pipeline is a huge win for wholesale buyers.”

“It makes perfect sense to work together with AuctionGenius,” says Scott Finkle, Auction Edge president. “In the end, we are both looking to empower dealers with all the tools and information they need to make informed buying decisions at auctions.”

Dealers use AuctionGenius' “heads-up” display, which combines vehicle condition and valuation information from top industry sources, to instantly evaluate and purchase wholesale vehicles via live and online auctions.

In addition to EDGE Pipeline's network of independent auctions, AuctionGenius integrates with the nation's largest wholesale auction marketplaces, including Manheim, ADESA, SmartAuction and other independent auctions.

About vAuto

vAuto® provides innovative technology, tools and business intelligence to thousands of dealerships across the United States and Canada, helping them compete more effectively and increase sales volumes and profits. Founded in 2005, vAuto revolutionized dealers' used vehicle operations with the groundbreaking Provision® suite of tools. Leveraging The Velocity Method of Management®, pioneered by vAuto's visionary founder, Dale Pollak, the Provision suite guides used vehicle acquisition, appraisals, pricing, merchandising and more based on real-time, local market supply-and-demand data. In 2013, vAuto combined the Velocity method with the power of incentive management to create the Conquest™ new vehicle inventory management and pricing tool. In addition, vAuto Genius Labs provides smart, simple and stand-alone solutions including AuctionGenius. Headquartered near Chicago, Illinois, vAuto is wholly owned by Cox Automotive™, which also includes Manheim Auctions, Autotrader, Kelley Blue Book®, Xtime®, VinSolutions® and Haystak® Digital Marketing and HomeNet Automotive®. For more information, visit www.vauto.com.