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FOR IMMEDIATE RELEASE

vAuto's Conquest System Selected As Chicago Innovation Awards Finalist

Tool provides dealers market-based new vehicle inventory, pricing insights

OAKBROOK TERRACE, IL (September 29, 2015): vAuto has been selected as a 14th Annual Chicago Innovation Awards finalist for the development of its Conquest new vehicle inventory management and pricing system.

With the finalist designation, vAuto's Conquest is among 100 finalists vying to receive a Chicago Innovation Award. A panel of judges selected vAuto and other finalists from a pool of more than 530 innovation nominations.

"It's an honor for vAuto to be recognized locally for the innovations we bring to dealers across the country," says Randy Kobat, vice president and general manager for vAuto. "We are proud to be part of an esteemed and respected group of Chicago-based innovators."

Launched in January 2014 as an industry-first, vAuto's [Conquest system](#) helps franchise auto dealers apply real-time market insights as they manage and price their new vehicle inventories. The system helps dealers improve sales, profitability and transparency with today's better-informed new vehicle buyers.

With the finalist designation, vAuto will join more than 1,500 Chicago-area business and civic leaders for the Chicago Innovation Awards ceremony October 27th at Chicago's Harris Theater.

The Chicago Innovation Awards celebrate the most innovative new products and services in the Chicago region across all organization sizes, sectors and industries.

"Chicago is in the midst of a monumental upsurge in innovation," said Tom Kuczmariski, who co-founded the awards with Chicago journalist Dan Miller. "It's inspiring to see the range of vision and the depth of talent among organizations

in the Chicago area. Companies are investing in innovation and taking more risks to launch new ventures and uncover new value.”

Each of the Top 100 Finalists also qualifies for the annual “People’s Choice Award,” selected through online balloting at <http://www.chicagoinnovationawards.com/2015-peoples-choice-award/>.

Out of the Top 100 Finalists, the judges will select 10 winners of the Chicago Innovation Awards, as well as 10 winners of the Up-and-Comer Awards representing innovation in the start-up community, the Social Innovator Award and the Collaboration Award. The winners will be invited to ring the NASDAQ Bell in New York City, as well as separate meetings with Chicago Mayor Rahm Emanuel, Illinois Governor Bruce Rauner and Cook County President Toni Preckwinkle.

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 2014, 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.