

vAuto Media Relations:

Lance Helgeson (lance.helgeson@vauto.com)
708-613-5816

FOR IMMEDIATE RELEASE

**vAuto Launches Inventory Management And Pricing System For New Cars
*Conquest Gives Dealers "A New Way To Win In New Vehicles"***

OAKBROOK TERRACE, IL – December 18, 2013 – vAuto® announces the launch of Conquest™, a powerful inventory management and pricing system, to help dealers improve sales, profitability and transparency in their new vehicle departments.

“Conquest marks the dawn of an exciting, new day for vAuto, dealers and consumers,” says Dale Pollak, vAuto founder. “For the first time, dealers will have comprehensive, competitive market intelligence to make new vehicle pricing and stocking decisions that reflect consumer demand and desire. In short, Conquest gives dealers a new way to win in new vehicles—one that provides more clarity and less confusion for consumers, and improved sales and profitability for dealers.”

The Conquest system, which will officially debut at the upcoming National Automobile Dealers Association (NADA) meeting in New Orleans in January, represents vAuto’s entry into the new vehicle market.

“We’ve helped a lot of dealers harness the power of real-time market data to transform their used vehicle operations and performance,” Pollak says. “Conquest will change the game in new vehicles, just as our Provision system has changed the game in used vehicles.”

Powered by vAuto’s Live Market technology, Conquest helps dealers:

See all competitive new vehicle opportunities and threats. Conquest gives dealers the first-ever complete view of competing in-brand and off-brand new vehicles and prices available in the market. “With Conquest, dealers will have the ability to see what is and isn’t available for sale in the market and adjust their new vehicle retailing game plans accordingly,” Pollak says.

Improve factory allocations and inventory turns. Conquest shows dealers the exact colors and configurations of new vehicles that sell best (and worst) in their markets. “Every dealer wants to minimize the number of slow-selling new cars they carry,” Pollak says. “Now, they have a way to fully achieve this objective. Conquest’s market supply and demand data helps dealers accurately align their new vehicle inventory and pricing to the market, enabling them to retail more of the best-selling vehicles in less time.”

Promote credible and transactable prices. “Through integrations with AIS Rebates and Kelley Blue Book, Conquest helps dealers embrace the higher level of pricing transparency today’s buyers expect,” Pollak says. “With Conquest, dealers can promote their ‘best deal’ with confidence, knowing the system will automatically generate market-credible prices and account for every available incentive and rebate.”

Increase new vehicle profit margins. Conquest seeks to fix what many dealers believe is a broken new car business model, where competitive battles translate to little or no profitability and customer dissatisfaction. “Conquest gives dealers the opportunity to stock better cars, offer better prices and provide a better, more transparent customer experience,” Pollak says. “Dealers who achieve this strategic trifecta will enjoy improved customer satisfaction, sales and profitability.”

The Conquest system also fulfills dealer requests for a new vehicle inventory management and pricing solution from vAuto. “It’s extremely gratifying to know that Conquest delivers exactly what dealers have asked for—a system that gives them a greater degree of control to restore the profitability and vitality of their new vehicle departments,” Pollak says.

vAuto will be offering live Conquest demos at the NADA convention (booth #2318).

About vAuto

vAuto® provides innovative technology, tools and business intelligence to help dealers compete more effectively in new and used vehicles through market-focused inventory management strategies that increase sales volumes and profits. vAuto’s Conquest™ new vehicle inventory management and pricing system helps dealers sell more in-demand vehicles and increase profitability through real-time market-based pricing and incentive management. vAuto’s Provision® Suite guides used vehicle acquisition, appraisals, pricing, merchandising and transparent sales processes for dealers based on real-time supply-and-demand data in their markets. vAuto Genius Labs provides smart, simple and stand-alone solutions that include AuctionGenius and AutoVisor. Today, thousands of dealerships across the United States and Canada rely on vAuto’s industry-leading solutions. vAuto’s visionary founder Dale Pollak’s latest book, *Velocity Overdrive: The Road to Reinvention*, is the third in his best-selling *Velocity* series, which guides dealers to greater success through the Velocity Method of Management™. Headquartered in the Chicago suburb of Oakbrook Terrace, IL, vAuto maintains a research and development center in Austin, TX, an AIS Rebates office in Ann Arbor, MI, and the vAuto Genius Labs office in Longmont, CO. vAuto is a subsidiary of AutoTrader Group, which includes AutoTrader.com®, Kelley Blue Book®, VinSolutions® and HomeNet Automotive®. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Additional information about vAuto is available at www.vauto.com.