

FOR IMMEDIATE RELEASE

DALE POLLAK TO SPEAK AT 2011 NADA CONVENTION

OAK BROOK, IL (January 26, 2011) – Dale Pollak, a noted used car authority, speaker and best-selling author, recognizes that the used vehicle marketplace has undergone a fundamental transformation requiring management practices to evolve and adapt to the realities of today’s transparent market.

Pollak is a speaker at the annual National Automobile Dealers Association (NADA) Convention and Exposition at the Moscone Center in San Francisco (February 5-7). He will illustrate strategy and culture shifts necessary for profitable used car operations, while addressing a common question in today’s used vehicle departments, “Where did the profit go and where is the business headed?” The workshop will examine how the pursuit of traditional used car performance objectives is hurting the used vehicle department and prepare dealers to position themselves for success in both the physical and virtual realms. Pollak will present techniques which are essential in today’s transparent marketplace to transform dealership sales processes to maximize total gross and drive bottom-line results.

Pollak’s workshop titled “Keys to Used Car Success” is being offered the following three days during this year’s NADA convention:

- Friday, February 4th at 3:15 p.m. in room 2005 West
- Saturday, February 5th at 11:00 a.m. in room 2022 West
- Sunday, February 6th at 2:15 p.m. in room 2005 West

“As you are aware, there is a new way to be successful in the used car marketplace,” explains Dale Pollak. “I believe this is based on a management

methodology called Velocity. The success experienced by many of today's top performing dealerships is due to the implementation of this strategy.”

About vAuto

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto's innovative “Live Market View” technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,000 dealerships across the country use vAuto's pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto's founder, is the author of two books featuring best practices and strategies for the used car department, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at www.vauto.com.

About NADA

The National Automobile Dealers Association, founded in 1917, represents nearly 17,000 new-car and -truck dealers with about 37,500 franchises, both domestic and international.

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