

FOR IMMEDIATE RELEASE

**DALE POLLAK PRESENTS A NEW PARADIGM
FOR MANAGING ONLINE SUCCESS**

OAKBROOK, IL (October 27, 2009) – There is a lack of understanding of the metrics that measure if a store's used vehicles online merchandising is hitting the mark, according to author and industry expert Dale Pollak.

During the upcoming Digital Dealer Conference and Expo in Nashville, TN, Pollak, the chairman and founder of vAuto, will share and explain the first pixel scoring system that answers the "how do we know we're doing a good job with our online merchandising" question. Pollak's system provides dealers with a quantified measure of their current performance and raises awareness of factors that drive success. Pollak tracked the online metrics of 100 dealers during a 3-month study and will present his findings and the pixel scoring results at the conference.

"An SRP is equivalent of drive by traffic and a VDP is the equivalent of an up," says Pollak. "We would never dream of managing our physical lots without measuring these, but that is what is being done every day on our virtual lots. Dealers need to manage what they can't see. It is imperative that every dealer systematically review their Search Result Pages (SRPs), Vehicle Detail Pages (VDPs) and VDP conversion rates."

In addition to Pollak, vAuto's Vice President of Performance Management, John Griffin, will be presenting industry stocking trends and processes at the Digital Dealer Conference. Rafi Hamid, vAuto's Sr. Director of Digital Marketing,

will be conducting a conference workshop focusing on the tactics for becoming a successful Internet dealership.

More than 45 exhibitors and 500 attendees are expected for this year's Digital Dealer Conference to be held November 1 – 3 in Nashville, Tennessee.

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About vAuto

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto also maintains a research and development center in Austin, Texas. The company's "Live Market View" technology currently allows more than 2,000 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database.

The nation's five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was recently ranked number 22 in *Inc.* Magazine's 2009 annual ranking of the fastest-growing, privately held companies in America. The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at www.dalepollak.com. More information on vAuto is available at www.vAuto.com.

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