

**FOR IMMEDIATE RELEASE**

**vAUTO'S POLLAK EXPLAINS SUCCESS OF USED-CAR SUPERSTORES**

**CHICAGO** -- Used-car superstores are using market-driven inventory management systems to generate industry-leading sales and profits.

Consumers and superstore dealerships are the winners in today's Internet-driven used-car marketplace, according to Dale Pollak, a high-tech entrepreneur, used-car sales authority and former dealer.

Pollak notes that the Internet has radically changed the way used cars and trucks are sold, pointing out that today more than 80 percent of the nation's used-vehicle buyers start their search online.

"Secret Superstore Strategies for Pre-Owned Sales Success" is the title of Pollak's presentation at the fourth annual Digital Dealer Conference and Exposition scheduled April 21-23 in Orlando, Florida.

Used-car superstores have developed technology-driven pricing, appraisal and stocking systems that attract Internet-savvy consumers to their dealerships, move inventory and drive profitability.

"The market for used vehicles has become a commodities market thanks to the Internet," Pollak says. "Unfortunately, most dealerships continue to operate from a decades-old sales manual that ignores the online environment we currently do business in."

Research by vAuto, a Chicago-based provider of high-tech used-car inventory-management systems founded by Pollak, indicates that even today 85 percent of all dealers price their vehicles using arbitrary, "day one" mark-ups of between \$3,000 and \$5,000.

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“We call that the \$4,000 fantasy,” he notes. “Arbitrary mark ups ignore the realities of today’s digital marketplace. Superstores, on the other hand, have developed Internet merchandising strategies focused on efficient pricing. They know that market-driven pricing generates showroom traffic and sales.”

The vAuto executive reports that two “phenomenal” things happen when a dealer prices and merchandises used-car inventory properly. Firstly, customers show up quickly and in large numbers. Secondly, these customers are less likely to expect significant discounts because the dealer’s price represents a “fair price” based on their own Internet research.

The author of a best-selling book on used-car market trends, Pollak is a well-known speaker at automotive conferences and forums. His book – “Velocity: From the Front Line to the Bottom Line” – recently made Amazon.com’s top-10 list of best-selling reference books. His company is the auto industry’s fastest-growing provider of Internet-based inventory management systems.

During the recent 2008 National Automobile Dealers Association’s (NADA) convention in San Francisco, vAuto’s booth attracted more than 1,000 visitors per day. The company also will have a 200-square-foot exhibit (Booth 15) at this month’s Digital Dealer Conference in Orlando.

Five out of the nation’s six highest volume franchised dealerships by brand, including Ford, Honda, Nissan, Lincoln-Mercury and Toyota, use pricing and appraisal strategies supported by vAuto software solutions. Virtually every imported and domestic vehicle brand is represented on vAuto’s customer list, including Acura, Audi, BMW, Hyundai, Infinity, Kia, Lexus, Mercedes and Porsche, as well as all Chrysler and General Motors brands.

Headquartered in the Chicago suburb of Oakbrook Terrace, vAuto also maintains a research and development center in Austin, Texas. More information is available on the Internet at [www.vauto.com](http://www.vauto.com).

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