

**FOR IMMEDIATE RELEASE**

**VAUTO FOUNDER DALE POLLAK REVEALS “NEW SCIENCE” OF USED  
VEHICLE SOURCING AND SALES AT NADA 2012**

**OAK BROOK, IL (February 1, 2012)** – vAuto founder Dale Pollak will reveal a new approach to sourcing and selling used vehicle inventory for maximum profitability during a series of workshops at the National Automobile Dealers Association (NADA) convention, Feb. 3-6, 2012, in Las Vegas.

“Our industry is at a critical crossroads,” says Pollak, a highly noted and quoted expert on used vehicle inventory management and author of two automotive industry best sellers, *Velocity 1.0* and *Velocity 2.0*. “The path to dealership prosperity is paved with strong used vehicle departments and a willingness to embrace new technology, tools and processes to meet today’s top challenges—easing the pain of finding and acquiring the right vehicles, staying ahead of the competition and making money in a fast-changing market.”

Pollak will present his NADA workshop, “Provisioning: The New Science of Used Vehicle Sales and Stocking,” at the following dates and times:

- 12:15 p.m. - 1:30 p.m., Friday, February 3, Room N111-112
- 8:30 a.m. – 9:45 a.m., Sunday, February 5, Room N250
- 2:15 p.m. – 3:30 p.m., Sunday, February 5, Room N113-114
- 8:30 a.m. – 9:45 a.m., Monday, February 6, Room N119-120

“Provisioning is a cutting-edge approach that establishes a more holistic, market intelligence-driven used vehicle inventory management strategy,” Pollak says. “It also defines the operational processes dealers need to transform sales volume and profitability.”

Pollak's presentation will also highlight emerging trends that pose risks for dealers—margin compression, expense growth, greater consumer interest in transparency and consolidation of dealerships and technology providers.

“A dealership's longevity and prosperity is less assured today than it used to be,” Pollak adds. “At NADA, I will share insights to help dealers plan for and meet these future challenges.”

### **About vAuto**

vAuto provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto's Provision inventory management system simplifies the acquisition, pricing and merchandising of used vehicles for dealers based on real-time supply-and-demand data in their markets. vAuto's RealDeal leverages dealer market intelligence to build transparency and profits in used vehicle sales processes. Today, more than 4,000 dealerships across the United States and Canada rely on vAuto's used vehicle systems. Dale Pollak, vAuto's founder, has written two automotive retail industry best-sellers, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. Headquartered in the Chicago suburb of Oak Brook, IL, with a research and development center in Austin, TX, vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at [www.vauto.com](http://www.vauto.com).

### **Media Contacts:**

Lance Helgeson

vAuto

Phone: +1.708.613.5816

E-mail: [lhelgeson@vauto.com](mailto:lhelgeson@vauto.com)