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**VAUTO'S POLLAK SPEAKS ON HOW TO SURVIVE AND THRIVE IN
THE USED CAR SUPERSTORE ERA AT NADA THIS WEEK**

NEW ORLEANS -- A high-tech entrepreneur, former new-car dealer and author of a best-selling book (*Velocity: From the Front Line to the Bottom Line*) on the used-car industry, Dale Pollak believes that dealers need to move beyond traditional approaches to inventory management in order to survive and thrive in the used-car superstore era.

Speaking at the annual National Automobile Dealers Association (NADA) Convention and Exposition at the New Orleans Morial Convention Center (Jan. 24-27), Pollak, the chairman and founder of vAuto, stresses that dealers need to be able to monitor three key metrics -- market day supply, price to market and cost to market -- to succeed in today's efficient used car market.

Pollak explains that higher turn rates driven by a more sophisticated approach to inventory management enable superstores to achieve higher than average return on used-vehicle investments -- more than eight percent compared to returns of 5.6 percent or less at traditional dealerships despite lower per unit average gross profit.

"Used-car superstores have pioneered a new efficient market philosophy for technology driven pricing, appraisal and stocking systems to attract Internet-savvy consumers to their dealerships," Pollak says. "Until recently, this philosophy and web-based technology had not been understood by the average dealer."

Pollak points out that today dealers need to know how their pre-owned vehicles are priced in comparison to identically equipped vehicles in their market. They also must be able to quickly adjust inventories and pricing based on sudden changes in the marketplace.

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“Thanks to the Internet, the used-car market has become a commodities market,” Pollak notes. “The vast majority of the nation’s more than 70,000 independent and franchised dealers, however, have failed to update their approach to sales and inventory management. “

Pollak’s seminar on “Survive or Thrive in the Used Car Superstore Era” is being offered at four different times during this year’s NADA convention – at 1 p.m. on Friday, Jan. 23; 3:30 p.m. on Sunday, Jan. 25, and at 8:30 a.m. and again at 10:30 a.m. on Monday, Jan.26.

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About vAuto

Headquartered in Chicago and Austin, vAuto is the fastest growing provider of web-based used-vehicle inventory-management systems for franchised and independent dealerships in the United States.

The nation’s six highest-volume franchised dealerships by brand use vAuto’s stocking, pricing and appraisal systems, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota. Virtually every imported and domestic vehicle brand is represented on the company’s customer list.

Further information about vAuto is available at www.vauto.com. Insights and discussion on used-car trends can be found on Dale Pollak’s blog at www.dalepollak.com.

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