

**FOR IMMEDIATE RELEASE**

**DALE POLLAK TO SPEAK AT 2010 NADA CONVENTION**

**OAKBROOK, IL (February 1, 2010)** – High-tech entrepreneur, former new and used car dealer and author of just-released *Velocity 2.0: Paint, Pixels, and Profitability* Dale Pollak believes that it is imperative to rethink the retail automotive business in order to survive in today's challenging marketplace.

Given the realities of a 10-12 million annual seasonally adjusted new car market (SAAR), the used car department has the opportunity to take on a new role as the cornerstone of variable profitability. However, knowing how best to redeploy investment capital to optimize success requires more than just a willingness to change.

Speaking at the annual National Automobile Dealers Association (NADA) Convention and Exposition at the Orange County Convention Center in Orlando (Feb. 13-15), Dale Pollak, the chairman and founder of vAuto, will present breakthrough paradigms for the variable department including a new structure, new processes and specific strategies to solve both the most common and the more complex problems preventing dealers from realizing their full variable sales and profit potential.

"In order to improve efficiency and results, dealers must understand and embrace new metrics and skills, as well as be willing to change new and used car department structures and responsibilities," explains Pollak.

Pollak's seminar titled "Used Car Dominance/Lower Costs in the New SAAR Era" is being offered at three different times during this year's NADA

convention – at 11:00 a.m. on Saturday, Feb.13 and Sunday, Feb 14; and again at 8:30 a.m. on Monday, Feb.15.

Headquartered in the Chicago suburb of Oak Brook, IL., vAuto also maintains a research and development center in Austin, Texas. The company's "Live Market View" technology currently allows more than 2,500 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](http://www.dalepollak.com). More information on vAuto is available at [www.vAuto.com](http://www.vAuto.com).

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