

FOR IMMEDIATE RELEASE

NEW YORK DEALER CREDITS VAUTO FOR PRE-OWNED SALES HONORS

QUEENS, N.Y. -- Paragon Honda in Queens, N.Y., and Paragon Acura in Woodside, N.Y., credit their use of vAuto for leading both of them to achieve top national status for 2008 deliveries of certified pre-owned vehicles.

Paragon won Certified Pre-Owned Dealer of the Year for the Honda brand at the first annual Certified Pre-Owned Forum, sponsored by Auto Remarketing NewsMagazine, in 2008.

Brian Benstock, co-dealer principal of each dealership, was an early user of vAuto's Live Market View system, a revolutionary tool that allows dealers to better manage their inventory of used cars and trucks.

"With vAuto's real-time, up-to-the-minute used-vehicle pricing information, we are able to make better decisions when purchasing pre-owned cars and trucks, enabling us to price vehicles more accurately for our market," said Benstock.

For 2008, Paragon Honda recorded 1,823 certified pre-owned sales, while Paragon Acura sold 694 certified pre-owned units. For the past three years, both dealerships have ranked at or near the top of Honda and Acura dealers nationally for used-vehicle sales. Paragon also has been listed as one of the top five dealers nationally for Internet sales, according to Ward's Dealer Business.

Certified Pre-Owned (CPO) vehicle sales are considered one of the fastest growing segments of the late-model used-vehicle industry, according to Auto Remarketing NewsMagazine.

Dealers recondition low-mileage vehicles, achieving an almost new condition, based on manufacturer standards. Such vehicles are sold with manufacturer-specified warranties and benefits. In 2007, some 1.7 million CPO vehicles were sold in the U.S.

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“No part of the used-vehicle market is easy now,” said Dale Pollak, chairman and founder of vAuto. “We are able to help dealers compete more vigorously and earn greater profits through the industry’s best stocking, appraisal and pricing tools.”

“If there is a secret to success,” he said, “it’s knowing the dealer’s market and managing the used-car inventory to position the dealership for reasonable turnover of cars and trucks. Paragon’s achievement is even more impressive given the state of the U.S. economy in 2008.”

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About vAuto

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto maintains a research and development center in Austin, Texas. The company provides the auto industry’s only “live, real time” analysis of used-car markets with up-to-the-minute information about used-vehicle supply, demand and pricing tailored to specific dealership market areas.

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

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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