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FOR IMMEDIATE RELEASE

**vAuto Genius Labs Launches Kelley Blue Book® Price Advisor Report
*Tool Provides Dealers The Trusted Resource® for Used-Vehicle Pricing, Promotion***

OAKBROOK TERRACE, IL and IRVINE, CA – January 22, 2014 – vAuto®

Genius Labs announces the upcoming release of the Kelley Blue Book Price Advisor Report, a tool that helps dealers bring third-party credibility to their used-vehicle pricing, promotion and sales processes.

“Today’s used-vehicle buyers go to great lengths online to validate vehicles, prices and the decision to purchase from a particular dealer,” says Todd Kinzle, Co-founder, vAuto Genius Labs. “The Kelley Blue Book Price Advisor Report helps dealers instantly provide validation from the industry’s most-trusted pricing resource for every used vehicle in their inventories with its industry leading range-based approach to pricing visualization.”

“Our partnership with vAuto Genius Labs on the Kelley Blue Book Price Advisor Report extends our efforts to remove the friction between consumers and dealers as they move from online to offline with their vehicle purchase,” says Jared Rowe, president for Kelley Blue Book. “Now when KBB.com visitors determine a used vehicle’s value, they will see the same valuation data as they research and view vehicles on a dealer’s website or AutoTrader.com, in addition to vehicle reviews.”

vAuto Genius Labs will debut the Kelley Blue Book Price Advisor Report at this week's National Automobile Dealers Association (NADA) convention in New Orleans (booth # 2318).

Dealers who purchase the Kelley Blue Book Price Advisor Report can include a branded icon on their used-vehicle listings. When consumers click on the icon, the tool creates an on-demand report that answers their three most-critical questions:

Is this the right car? The reports highlight vehicle photos, equipment/trim options and vehicle condition, as well as reliability, safety and performance specifications and available warranties. The reports can include CARFAX[®] or AutoCheck[®] vehicle condition/history reports and expert/consumer reviews from KBB.com to help consumers quickly determine if a used vehicle fits their needs and preferences.

Is this the right deal? Supported by the leading provider of new and used-vehicle information, the Kelley Blue Book Price Advisor reports show market-relevant pricing data to highlight why a dealer's asking price represents a good deal.

Is this the right dealer? Dealers can include customer reviews and testimonials from DealerRater[®] and other sources in the reports to consistently convey their "why buy with us?" value proposition with every potential used vehicle customer.

"The Kelley Blue Book Price Advisor Report also helps dealers handle e-mail, phone and walk-in inquiries from customers in a consistent and credible manner," Kinzle says. "In short, this tool brings clarity and confidence for dealers and consumers on every used vehicle, every time."

About vAuto

vAuto® provides innovative technology, tools and business intelligence to help dealers compete more effectively in new and used vehicles through market-focused inventory management strategies that increase sales volumes and profits. vAuto's Conquest™ new vehicle inventory management and pricing system helps dealers sell more in-demand vehicles and increase profitability through real-time market-based pricing and incentive management. vAuto's Provision® Suite guides used vehicle acquisition, appraisals, pricing, merchandising and transparent sales processes for dealers based on real-time supply-and-demand data in their markets. vAuto Genius Labs provides smart, simple and stand-alone solutions that include AuctionGenius and AutoVisor. Today, thousands of dealerships across the United States and Canada rely on vAuto's industry-leading solutions. vAuto's visionary founder Dale Pollak's latest book, *Velocity Overdrive: The Road to Reinvention*, is the third in his best-selling *Velocity* series, which guides dealers to greater success through the Velocity Method of Management™. Headquartered in the Chicago suburb of Oakbrook Terrace, IL, vAuto maintains a research and development center in Austin, TX, an AIS Rebates office in Ann Arbor, MI, and the vAuto Genius Labs office in Longmont, CO. vAuto is a subsidiary of AutoTrader Group, which includes AutoTrader.com®, Kelley Blue Book®, VinSolutions® and HomeNet Automotive®. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Additional information about vAuto is available at www.vauto.com.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies,



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and governmental agencies. For two years running, Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year in the 2012 and 2013 Harris Poll EquiTrend[®] study. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com[®], vAuto[®], VinSolutions[®] and HomeNet Automotive[®]. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.