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FOR IMMEDIATE RELEASE

vAuto Promotes Mandi Fang To Lead Product Management Efforts

New Position Boosts Dealer- And OEM-Focused Product Innovation

OAKBROOK TERRACE, IL– May 1, 2014 – vAuto® announces the appointment of Mandi Fang to Vice President, Product Management. In this role, Fang will lead the development, growth and innovation of the company’s new and used vehicle inventory management solutions.

“Mandi is a highly effective and passionate ally for our dealer customers, our people and our products,” says Randy Kobat, vice president and general manager for vAuto. “Her new role will help us continue to enhance and expand our new and used vehicle product offerings, as well as develop and innovate new solutions that help dealers and their OEM partners sell more vehicles.”

Fang joined vAuto in 2008 after serving five years in product development, management and sales roles with Reynolds & Reynolds.

“I’m extremely excited and honored to take my work with vAuto and our dealer clients to the next level,” says Fang. “As a part of the AutoTrader Group, we have a responsibility to continue to bring best-in-class, integrated solutions that help our dealers succeed. It’s a privilege to be offered the opportunity to advance this important effort at vAuto.”

In her new role, Fang will lead a cross-sectional team that will identify and prioritize current product enhancements and manage all phases of new product

development. “Our primary goal will be to make sure we solicit and serve what we call the ‘voice of the dealer’ in everything we do,” she says.

About vAuto

vAuto® provides industry-leading new and used vehicle inventory management solutions for thousands of dealerships across the United States and Canada, helping them compete more effectively and increase sales volumes and profits. Founded in 2005, vAuto revolutionized dealers’ used vehicle operations with its Provision® system, which gives dealers real-time, local market supply-and-demand data and intelligence to make better acquisition, appraisal, pricing and merchandising decisions. The Provision system embodies the Velocity Method of Management™ principles pioneered by vAuto founder, Dale Pollak. In 2013, vAuto created the Conquest™ system, which combines live market data, incentive management and the Velocity method to help dealers stock, price and sell new vehicles more effectively. The vAuto Genius Labs division provides smart, simple and stand-alone solutions that include AuctionGenius and AutoVisor. Headquartered near Chicago, IL, vAuto is wholly owned by AutoTrader Group™, which also includes AutoTrader.com®, Kelley Blue Book®, VinSolutions®, HomeNet Automotive® and Haystak™ Digital Marketing. AutoTrader Group is a subsidiary of Cox Enterprises. For more information, visit www.vauto.com.