

FOR IMMEDIATE RELEASE

NADA USED VEHICLE APPRAISALPRO POWERED BY VAUTO

NEW ORLEANS – NADA’s new appraisal product for used car managers is supported by critical used vehicle market days supply data from vAuto, the auto industry’s leading provider of pre-owned vehicle supply, demand and pricing data.

Available only to NADA and National Independent Automobile Dealers Association (NIADA) member dealers in March of this year, AppraisalPRO will be shown for the first time at the National Automobile Dealers Association Convention and Exposition in New Orleans, Jan. 24-27.

Dale Pollak, vAuto’s chairman and founder, stated that vAuto worked over the past six months with NADA Used Car Guide and four other industry leaders -- AutoTrader.com, Experian, J.D. Power & Associates and Manheim Market Report -- to help develop AppraisalPRO.

“In order to thrive rather than simply survive during the current recession, it’s critically important for dealerships to focus on used vehicle sales,” Pollak said. “NADA’s AppraisalPRO will introduce dealers to technology that will help them modernize and upgrade their pre-owned sales departments.”

Mike Stanton, NADA Used Car Guide’s vice president and chief operating officer, pointed out that “dealers who subscribe to AppraisalPRO will get information they need, all in one place, to help make better buying and selling decisions.

“NADA is in the unique position of being able to bring together some of the best used vehicle data in the industry, at an affordable price, to help dealers when they need it most.”

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Pollak also noted that an exciting new vAuto merchandising product along with the industry-leading used vehicle stocking, pricing and appraisal programs will be demonstrated at vAuto's 900-square-foot exhibit (Booth #2441) at this year's NADA Convention and Expo.

Headquartered in Chicago and Austin, vAuto is the fastest growing provider of web-based used-vehicle inventory-management systems for the nation's more than 70,000 franchised and independent dealerships.

The company's high-tech solutions offer dealers detailed information on used vehicles in their specific market areas based on market days supply, as well as make, model, trim and specific equipment levels.

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 on the Internet at www.vauto.com.

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