

FOR IMMEDIATE RELEASE

vAuto's RealDeal Enhances Sales Flexibility With Mobile Integration

OAK BROOK, IL (March 15, 2012) – vAuto's RealDeal is now available for dealership sales teams to use on Android phones, as well as Apple's iPhone and iPad.

"We're pleased to complete RealDeal's integration across the top mobile platforms," says Keith Jezek, vAuto president. "It gives our dealers and their sales teams more flexibility to present each vehicle's RealDeal value story to customers and close more deals."

Based on the philosophy that "documentation is the new negotiation," RealDeal is a market-based price validation and merchandising system dealers use to educate buyers on the factors behind a used vehicle's asking price. It compares a vehicle's condition, mileage, equipment and other price factors with similar/identical units available in the marketplace. Dealers who use RealDeal find it builds transparency and trust with customers, resulting in more sales and fewer discounts from asking prices.

"The mobile integration takes RealDeal's pricing credibility boost to a new level," says dealer Marc Ray of Grogan's Towne Chrysler Jeep Dodge, Toledo. "Our salespeople can even use a customer's smartphone or iPad to look up and view RealDeal reports anywhere at the dealership—on the lot, the showroom floor or the service drive."

About vAuto

vAuto provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto's

Provision inventory management system simplifies the acquisition, pricing and merchandising of used vehicles for dealers based on real-time supply-and-demand data in their markets. vAuto's RealDeal leverages dealer market intelligence to build transparency and profits in used vehicle sales processes. Today, more than 4,000 dealerships across the United States and Canada rely on vAuto's used vehicle systems. Dale Pollak, vAuto's founder, has written two automotive retail industry best-sellers, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. Headquartered in the Chicago suburb of Oak Brook, IL, with a research and development center in Austin, TX, vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at www.vauto.com.

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