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**FOR IMMEDIATE RELEASE**

**vAuto's Stockwave Transforms Auction Vehicle Purchases For Dealers**  
*Innovation Brings Pioneering Ease, Efficiency and Insight To Wholesale Sourcing*

**OAKBROOK TERRACE, IL (February 10, 2016)** – vAuto announces the upcoming release of Stockwave, a game-changing innovation that seeks to transform the way dealers source and purchase auction vehicles.

“Stockwave started with an ambitious vision,” says Dale Pollak, vAuto founder. “We set out to create a tool that makes acquiring auction vehicles so easy for dealers that all they would need to do is just turn it on. Stockwave delivers on this promise, giving dealers unprecedented ease, efficiency and insight as they source auction vehicles.”

Stockwave is powered by vAuto technology that instantly assesses the used vehicle inventory needs of any dealer, based on their current sales velocity and market conditions for specific vehicles. Stockwave gathers this data to show vehicle segments where dealers should acquire more inventory or reduce current units in stock.

Next, through deep, direct integrations with leading auctions across the country, Stockwave automatically shows the wholesale vehicles that fit a dealer's used vehicle portfolio strategy, and meet the dealer's purchase preferences. These preferences include target profit objective, age, condition, equipment and other factors.

“Stockwave is appropriate and available for any franchise or independent dealer, whether they currently use vAuto or not,” says Randy Kobat, vice president and general manager for vAuto. “Stockwave takes our AuctionGenius solution to the next level, and enhances our current Provisioning module. Our goal is to help all dealers more fully address the challenges they face in an increasingly volatile wholesale marketplace.”

vAuto will officially launch Stockwave at the National Automobile Dealers Association (NADA) convention this spring in Las Vegas. “It'll be exciting to show dealers, right there on the convention floor, the opportunities and risks inherent in their current inventories back home,” Pollak says.

Dealers interested in learning about Stockwave prior to NADA can visit [www.stockwave.com](http://www.stockwave.com) for more information.

### **About vAuto**

vAuto® provides innovative technology, tools and business intelligence to thousands of dealerships across the United States and Canada, helping them compete more effectively and increase new/used vehicle sales volumes and profits. Founded in 2005, vAuto revolutionized dealers' used vehicle operations with the groundbreaking Provision® suite of tools. Leveraging The Velocity Method of Management®, pioneered by vAuto's visionary founder, Dale Pollak, the Provision suite guides used vehicle acquisition, appraisals, pricing, merchandising and more based on real-time, local market supply-and-demand data. In 2014, vAuto combined the Velocity method with the power of incentive management to create the Conquest™ new vehicle inventory management and pricing tool. In 2016, vAuto launched Stockwave to serve as the foundation for a suite of wholesale inventory acquisition solutions. Headquartered near Chicago, Illinois, vAuto is wholly owned by Cox Automotive™, which has built the industry's strongest family of more than 25 brands to provide industry-leading digital marketing, software, financial, wholesale and e-commerce solutions to help our clients thrive in a rapidly changing automotive marketplace. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Kelley Blue Book®, Dealertrack®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. Cox Automotive is a subsidiary of Cox Enterprises. For more information, visit [www.vauto.com](http://www.vauto.com).