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**VAUTO INTRODUCES THE INDUSTRY'S
FIRST AND ONLY USED CAR LIFECYCLE MANAGER**

OAKBROOK, IL (December 7, 2009) – Automotive dealers now have the ability to better manage their used vehicle end-to-end processes with the release of vAuto's LifeCycle Manager.

vAuto's LifeCycle Manager provides dealers with the ability to tightly track all processes from the moment of acquisition to time of sale. Working from a central dashboard, dealers can drill down car by car to proactively correct any delays or process gaps. Dealers are able to examine time through reconditioning, time through service, time through generating descriptions and uploading photos as well as a multitude of additional dealership specific milestones.

"With increased pressure on margins, the need to manage used vehicle time-to-market is greater than ever," said Keith Jezek, vAuto's president and CEO. "Our LifeCycle Manager provides a detailed view into a used car's progress through many varied processes, all of which are critical to turn and ultimately the bottom line."

"We've been tracking our processes manually for years," says Andrew Wright, Lehigh Valley Honda in Pennsylvania. "This new functionality from vAuto saves us hours of time and provides us with data that we were unable to effectively measure before. This translates into improved turn and increased profits."

In addition to LifeCycle Manager, vAuto has introduced a scrolling feed to provide current dealership news as well as recent inventory updates to all vAuto users. Having a quick snapshot of what is taking place and what needs immediate attention is another effort to assist dealers in managing in real time.

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto also maintains a research and development center in Austin, Texas. The company's "Live Market View" technology currently allows more than 2,000 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database.

The nation's five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was recently ranked number 22 in *Inc.* Magazine's 2009 annual ranking of the fastest-growing, privately held companies in America. The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at www.dalepollak.com. More information on vAuto is available at www.vAuto.com.

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