

**FOR IMMEDIATE RELEASE**

**VAUTO AND CARFAX STRENGTHEN PARTNERSHIP**

**OAK BROOK, IL (August 11, 2009)** – vAuto has further integrated vehicle history information from Carfax into its used vehicle software application. With this current improvement, vAuto dealers get additional VIN specific details – including clean title and Carfax1-Owner indicators – to find out how similar vehicles are being marketed online by other dealers.

“We are pleased to be able to offer our dealers with the most comprehensive, real-time report on their used vehicles,” said Keith Jezek, vAuto’s president and CEO. “Our relationship with Carfax is an integral part of our business strategy to continue to provide our dealers with best-in-class technology and information.”

vAuto’s ‘Live Market View’ of every used vehicle in the marketplace coupled with valuable information from Carfax provides vAuto’s dealer customers with a competitive advantage when pricing, appraising, and stocking vehicles. This data is available without having to navigate outside of the vAuto application.

“Carfax helps thousands of dealers sell cars faster and make more money,” said Larry Gamache, communications director at Carfax. “Dealers using vAuto can better gauge the market supply of vehicles with similar history attributes to those in their inventory and price them aggressively.”

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“vAuto and Carfax continue to provide innovative solutions for all dealers. The ability to simultaneously access Live Market Data and Carfax information allows us to streamline processes and be more efficient in our day-to-day operations,” said Bill Krouse, Polar Chevrolet of Minnesota.

### **About vAuto ([www.vauto.com](http://www.vauto.com))**

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 and stocking systems. The company’s chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at [www.dalepollak.com](http://www.dalepollak.com).

### **About Carfax ([www.carfax.com](http://www.carfax.com))**

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that helps used car buyers and sellers make better decisions. Free Carfax Vehicle History Reports are instantly available with vehicles listed in nearly every online marketplace by Carfax -subscribing dealers. For more information or to become a Carfax -subscribing dealer, visit [www.carfaxonline.com](http://www.carfaxonline.com).

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