

FOR IMMEDIATE RELEASE

vAUTO DEALERS ANNOUNCE RECORD SALES FOR SEPTEMBER

OAK BROOK, Ill. – Amidst the worst economy in decades, vAuto customers from around the country are recording record results for September 2008.

In September, Paragon Acura of Woodside, N.Y., a user of the vAuto system, achieved the distinction of first place nationally, year-to-date, for used certified Acura sales.

“Achieving number one used certified status for Acura has been a longtime goal of ours. With the vAuto system, we achieved this number one position without increasing our advertising budget,” says Brian Benstock, dealer and general manager for the Paragon group.

Today, Benstock’s Honda store, Paragon Honda, enjoys the number one used certified position in the country by a margin of 2-1 over the second place dealer. With the recent achievement at his Acura store, Benstock is now recognized as one of the leading used certified dealers in the nation.

Another vAuto user, Jeff Green of Finish Line Ford in Peoria, Ill., reported a record-breaking month in September as well. His dealership delivered 179 used units, an increase of 200 percent over sales in September 2007.

Dealer Jeff Green said, “We use the vAuto system to maximize velocity in our inventory turn. We currently are turning our used inventory in excess of 17 times per year. We focus first and foremost on total gross and the results are phenomenal.”

As dealers around the country discover and implement the vAuto system, vAuto’s sales are breaking records. The company’s September year-over-year revenue increased 350 percent while current demand for the product remains equally strong.

“Dealers have come to accept that success in today’s used-car market requires the use of live market data to make the necessary decisions to drive profitability. The dealers that are experiencing the record results are those dealers that use the vAuto technology as well as implement the vAuto management philosophy. This means making decisions of what to stock, how much to pay and how to price with information about the vehicle’s current supply, demand and price sensitivity,” says Keith Jezek, president and CEO of vAuto.

In recognition that dealers need more than just software, vAuto continues to build its performance management and training team to help dealers understand and adapt to the challenges of the new market.

“The reality of the new market requires new management disciplines,” says Dale Pollak, vAuto’s founder and chairman.

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto maintains a research and development center in Austin, Texas. The company provides the auto industry’s only “live, real time” analysis of used-car markets with up-to-the-minute information about used-vehicle supply, demand and pricing tailored to specific dealership market areas.

All six of the nation’s highest-volume franchised dealerships by brand, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota, use stocking, pricing and appraisal strategies supported by vAuto software solutions. Virtually every imported and domestic vehicle brand is represented on the company’s customer list, including Acura, Audi, BMW, Hyundai, Infinity, Kia, Lexus, Mercedes and Porsche, as well as all Chrysler and General Motors brands.

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