

FOR IMMEDIATE RELEASE

VAUTO INTEGRATES FURTHER WITH MANHEIM

OAK BROOK, IL (June 20, 2011) – Today, vAuto and Manheim announce yet another significant enhancement made possible by the new AutoTrader.com family alliance. Manheim Market Report (MMR) and OVE.com are now seamlessly integrated within vAuto, the leading inventory management solution.

MMR, the premier indicator of wholesale prices, is displayed in vAuto's appraisal module. vAuto customers can access MMR data, the industry's most comprehensive wholesale values by make, model and series. The level of vehicle detail available from MMR allows dealerships to make better decisions when appraising a vehicle, which is critical in today's rapidly changing used vehicle market. Dealerships can also regionalize their valuations to accurately reflect their local market.

Manheim's pricing calculations are based on more than 10 million sales transactions for the previous 13 months - with precise pricing unmatched by guide books. This transactional data is updated on a regular basis.

OVE.com, Manheim's 24/7 online wholesale vehicle marketplace, is also available in vAuto's pricing module. vAuto customers already have the ability to see available vehicles at the auctions and online through the stocking module. Now they will be able to post vehicles directly to Manheim's online wholesale marketplace at the same time. OVE.com has the largest selection of inventory in the industry and offers vAuto customers another channel for selling their vehicles.

“Integrating further Manheim functionality is a huge win for our customers,” says Keith Jezek, president, vAuto. “We realize that dealers rely on vAuto’s tools to make the most informed decisions to maximize profitability. The addition of MMR data and OVE.com gives vAuto customers the best resources to accurately appraise their vehicles and another channel to immediately go to market. The partnership of Manheim and vAuto offers our customers a unique advantage to source the right vehicles at the right prices.”

“This is an exciting expansion of our partnership with vAuto,” says Joe George, group vice president, Manheim Digital. “This enhanced offering provides our mutual customers the ability to optimize their inventory needs with a leading-edge solution – something that we feel can help dealers better compete.”

In February, 2011, vAuto announced that its customers could efficiently source used vehicles available at Manheim operating locations with the ability to access Manheim run lists from within vAuto’s stocking module. Manheim is the world’s leading provider of vehicle remarketing services. In 2010, Manheim handled nearly 10 million used vehicles, facilitating transactions representing more than \$50 billion in value.

About vAuto

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto’s innovative “Live Market View” technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,500 dealerships across the country use vAuto’s pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto’s founder, is the author of two books featuring best practices and strategies for the used car department, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at www.vauto.com

About Manheim (www.manheim.com)

Manheim is the world's leading provider of vehicle remarketing services. Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visits each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2010, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.

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