

## FOR IMMEDIATE RELEASE

### VAUTO LAUNCH RELEASED FOR MOBILE DEVICES

**OAK BROOK, IL (February 3, 2011)** – Automotive dealers now have the ability to dramatically reduce the time to market of their vehicles with the introduction of vAuto Launch.

Launch allows dealers to stock, appraise, price, add photos, create window stickers, generate descriptions and publish vehicles to third party sites from a mobile device. Launch is available on the Android and iPhone.

“One of the keys to making money in today’s internet market is high-velocity turns and marketing a car within minutes of acquisition,” says Keith Jezek, vAuto’s president. “The faster vAuto customers can get a car ready to sell, the faster they can turn that car into revenue, which is the whole idea behind Launch.”

vAuto is at the forefront of providing mobile solutions to dealers with the new Launch functionality. This innovation allows dealers to have vAuto in the palm of their hands to get a car ready for sale. Launch lets dealers take vehicles from purchasing to posting while on the go.

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 3,000 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](http://www.vauto.com)

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