

FOR IMMEDIATE RELEASE

VAUTO PARTNERS WITH AUCTION PIPELINE

OAK BROOK, IL (November 1, 2011) – vAuto announces today that its customers can now quickly and efficiently source used vehicles available at Auction Pipeline auctions, including the ability to access run lists from within vAuto’s proprietary stocking module.

“This integration is critical for our customers who are hungry for more wholesale sources to efficiently meet their used vehicle inventory stocking needs,” says Keith Jezek, vAuto president. “Our partnership with Auction Pipeline provides vAuto customers access to a wide array of independent, regional auctions, filling a key wholesale vehicle supply niche. It also continues our mission of providing value-adds for customers through relationships with companies that complement and enhance the vAuto suite of tools.”

“The partnership helps us meet our goal of bringing more buyers and sellers together,” says Scott Finkle, Auction Pipeline president. “vAuto and its dealers have demonstrated that used vehicle retailing is an important part of their businesses. We’re excited to work together.”

Currently, the Auction Pipeline family of nearly 50 geographically diverse auctions lists 100,000 vehicles for sale each week.

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 Auction Pipeline

Founded in 2004, Auction Pipeline is home to the consolidated inventory of leading independent auctions across the United States. The company offers an online platform that provides an efficient, easy way for dealers to locate auctions, source vehicles and acquire inventory across its network of nearly 50 independent auctions. Additional information is available at www.auctionpipeline.com.

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