

FOR IMMEDIATE RELEASE

vAUTO PRESENTS BREAKTHROUGH TECHNOLOGY AT CONFERENCE

OAK BROOK, III. – vAuto, a provider of high-tech used-car inventory management systems, will be presenting automotive dealers with breakthrough technology and strategies at the upcoming 5th Digital Dealer Conference & Exposition. vAuto is a co-sponsor of the event which will be held October 6-8 in Grapevine, Texas.

vAuto's founder Dale Pollak, a used-car authority and former dealer, will speak at the event as will Rafi Hamid, vAuto's senior director of digital marketing services. In each of their respective sessions they will provide real examples of dealers that have been tremendously successful despite a poor economic climate.

"After vAuto ignited the industry with technology to price used-vehicles correctly, we have introduced technology that tells dealers exactly which cars they need to stock in order to maximize volume and gross profit. In the past, dealers have tried to determine the best mix based on their historical performance. With vAuto's revolutionary technology, dealers can know which vehicles to stock based on the preferences of their own market. Having the right cars on your lot is absolutely vital in today's used car market," says Pollak.

He also notes that most customers enter dealerships as a result of their website research. And, research has shown that when dealers have the right cars on their lot, properly priced, customers quickly show up. Yet, most dealers don't realize their full used-car profit potential because they forget this vital link between the live market and their showroom traffic. By contrast, successful used-car dealers thrive by ensuring that they have the right vehicles on the lot, priced correctly.

"Dealers must also optimize their profits by strictly adhering to return on investment (ROI) models. Websites can have bells and whistles, but if a dealer has micro-sites, they must only keep those that have a positive ROI," notes vAuto's digital marketing expert Rafi Hamid. Hamid is a nationally-renowned retail automotive authority with over 10 years of experience in auto e-management, helping dealers realize their full potential in the Internet era.

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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.

More information on vAuto is available on the Internet at www.vAuto.com.

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