



FOR IMMEDIATE RELEASE

**VAUTO WINS “HIGHEST RATED” DRIVINGSALES DEALER
SATISFACTION AWARD**

vAuto Ranked #1 in Dealer Satisfaction in Inventory Pricing Category

OAK BROOK, IL – February 21, 2011 – vAuto has won the “Highest Rated” Inventory Pricing Award in the second annual DrivingSales Dealer Satisfaction Awards. vAuto received the highest ranking for dealer satisfaction in the inventory pricing category, as determined by the thousands of auto dealers who are part of the DrivingSales.com community.

“We are proud to be the recipient of this award for the second consecutive year,” says Keith Jezek, vAuto’s president. “Being voted the highest ranking vendor in the inventory pricing category by the dealer community is a tribute to our cutting edge technology combined with our strategic management imperatives. It is also a testament to the talent and hard work of our team, all of whom share a passion to help dealers achieve competitive dominance and record results in their used car market.”

The vAuto system is a suite of solutions that provides the auto industry’s only “live, real time” analysis of used vehicle markets with up-to-the-minute information about used vehicle supply, demand and pricing tailored to specific dealership market areas. vAuto utilizes its Live Market Pricing, Appraising, Stocking, Merchandising and Publishing modules to provide proven, highly effective solutions that encompass all of the functionality required for successful used vehicle inventory management.

The DrivingSales Dealer Satisfaction Awards, presented at the 2011 NADA Convention and Expo, measure satisfaction with services provided by

vendors by allowing dealers to rate and review their vendors online at DrivingSales.com.

“We are proud to present the DrivingSales Dealer Satisfaction ‘Highest Rated’ Inventory Pricing Award to vAuto for achieving what we consider to be the highest possible accolade: the satisfaction of their customers,” said DrivingSales CEO and Founder Jared Hamilton. “This award is a reflection of the excellent results vAuto has generated for dealerships across the nation, and we are proud to recognize their accomplishment.”

Full award results are available online at www.DrivingSales.com/dealersatisfactionaward. Full broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony is available at drivingsalestv.com.

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 3,000 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.

About DrivingSales

DrivingSales is the auto industry’s fastest-growing, most influential trade media property focused on delivering actionable profit-building information to auto retailers and industry professionals. DrivingSales’ media network includes flagship property *DrivingSales.com* (www.drivingsales.com), the world’s largest car dealer social network where thousands of dealership professionals

collaborate and share best practices in a 20-group-style setting; *DrivingSalesTV* (www.drivingsalestv.com), an interactive web channel which helps car dealers and auto professionals keep tabs on their industry and emerging technologies 24/7; *DrivingSales University*, an on-demand training platform where dealerships learn the latest web strategies from top e-commerce experts; *DrivingSales Executive Summit* (DSES) the industry's leading conference where progressive dealers collaborate and learn from world renowned experts; and *DrivingSales Dealership Innovation Guide*, a free quarterly publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

DrivingSales encourages innovation and excellence in the industry with its annual *Dealer Satisfaction* and *Innovation Cup Awards*, whose winners are determined solely by the dealer community. Founded by Jared Hamilton, a third generation car dealer, DrivingSales was named one of ten social media gambits for 2009 by Automotive News and one of the Top 10 Companies to Watch by Auto Success Magazine.

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