

**FOR IMMEDIATE RELEASE**

**vAUTO RECEIVES “HIGHEST RATED” DRIVINGSALES DEALER  
SATISFACTION AWARD**

*vAuto Ranked #1 in Dealer Satisfaction in the Inventory Pricing Tools Category*

**OAK BROOK, IL – February 29, 2012** – vAuto is the recipient of the “Highest Rated” Inventory Pricing Tools Award in the third annual DrivingSales [Dealer Satisfaction Awards](#). vAuto received the highest dealer satisfaction ranking in the Inventory Pricing Tools category, as determined by the thousands of auto dealers who are part of the [DrivingSales.com](#) community.

“We are honored to receive this DrivingSales award for the third consecutive year,” says Keith Jezek, vAuto president. “Our company strives to provide dealers superior technology, tools and dedicated support to improve their used vehicle sales and profits. This award affirms and recognizes the vAuto team’s shared dedication and commitment to this mission and the success of our dealer customers.”

vAuto’s inventory pricing tools are part of a product suite that pioneered the use of real-time market-based data to help dealers gain a competitive edge and improve the profitability of their used vehicle departments. vAuto’s Provision inventory management system helps dealers easily identify and acquire vehicles with the greatest potential to sell quickly and deliver the highest profit margins. Dealers use vAuto’s pricing and online merchandising tools to efficiently price and position vehicles for maximum appeal in their markets. vAuto’s RealDeal then ensures a transparency-based sales process that helps dealers meet their gross profit and customer satisfaction goals.

The DrivingSales Dealer Satisfaction Awards, presented in conjunction with the 2012 National Automobile Dealers Association (NADA) Convention & Expo, measure dealer satisfaction by allowing dealers to rate and review their vendors at DrivingSales.com [Vendor Ratings](#), the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons. The awards also incorporate the results of the 2011 Vendor Ratings survey, which was deployed to nearly 18,000 dealerships nationwide.

“We are proud to present the DrivingSales Dealer Satisfaction ‘Highest Rated’ Inventory Pricing Tools Award to vAuto for achieving the most coveted accolade of all, the satisfaction of its dealer customers,” said DrivingSales CEO and Founder Jared Hamilton. “This award, based on the direct input of the dealer community, recognizes service providers like vAuto who are leading the way in innovation, performance, and customer service. We congratulate vAuto on excelling in meeting and exceeding the needs of its dealer customers.”

Full award results are available online at <http://dealersatisfactionawards.com/>. Broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony will be available at [www.drivingsalestv.com](http://www.drivingsalestv.com) following NADA.

### **About vAuto**

vAuto provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto's Provision inventory management system simplifies the acquisition, pricing and merchandising of used vehicles for dealers based on real-time supply-and-demand data in their markets. vAuto's RealDeal leverages dealer market intelligence to build transparency and profits in used vehicle sales processes. Today, more than 4,000 dealerships across the United States and Canada rely on vAuto's used vehicle systems. Dale Pollak, vAuto's founder, has written two automotive retail industry best-sellers, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. Headquartered in the Chicago suburb of Oak Brook, IL, with a research and development center in

Austin, TX, vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at [www.vauto.com](http://www.vauto.com).

### **About DrivingSales Vendor Ratings**

DrivingSales Vendor Ratings is the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons "searchable by category, company or rating" and is one of the most popular features of DrivingSales.com. Dealers are asked to rate their vendors on a 1-5 star scale, including whether they would recommend the vendor product to colleagues, and why they would or would not recommend the product.

### **About DrivingSales.com**

DrivingSales is the auto industry's fastest-growing, most influential trade media property focused on delivering actionable profit-building information and business intelligence to auto retailers and industry professionals. Approximately, one in every four dealerships in the United States has a registered member in the DrivingSales community.

DrivingSales' information network includes flagship property [DrivingSales.com](http://DrivingSales.com) ([www.drivingsales.com](http://www.drivingsales.com)), the world's largest car dealer social network; *DrivingSalesTV* ([www.drivingsalestv.com](http://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 quarterly free publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

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