

**FOR IMMEDIATE RELEASE**

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

*Ranked #1 in Dealer Satisfaction, vAuto wins award in Inventory Pricing  
Category*

**Oak Brook, IL – March 14, 2013** – vAuto® has received the “Highest Rated” Inventory Pricing Award in the fourth annual DrivingSales [Dealer Satisfaction Awards](#), presented at a special event in conjunction with the 2013 National Automobile Dealers Association (NADA) Convention & Expo. vAuto’s Provision™ Suite Pricing Tool received the highest dealer satisfaction ranking in the Inventory Pricing category, as determined by the thousands of auto dealers who are part of the [DrivingSales.com](#) community.

“We are honored to receive DrivingSales award for inventory pricing for the fourth consecutive year,” says Jim Menard, vice president and general manager for vAuto. “Our mission at vAuto is simple—provide superior technology and tools, combined with dedicated performance management, to help dealers improve their used vehicle sales and profitability. This award acknowledges that our collective commitment to our mission and dealer customers makes a critical difference.”

vAuto’s Pricing Tool is part of the company’s Provision Suite of inventory management solutions. The Provision Suite tools are driven by vAuto’s pioneering Live Market View technology and integration with AutoTrader.com and Manheim, the industry’s leading retail and wholesale marketplaces. The Provision Suite combines real-time market data and metrics to help dealers more

effectively and efficiently appraise, acquire, price and merchandise their used vehicles to maximize profitability, return on investment (ROI) and sales volumes.

“We congratulate vAuto on receiving the ‘Highest Rated’ Inventory Pricing Award, an accolade we consider to be one of our industry’s highest because it comes directly from dealers,” said DrivingSales CEO and Founder Jared Hamilton. “With so many hundreds of vendors offering a multitude of products and services, we are proud to help dealers access the vendor information that will help them be more profitable. Our awards help dealers single out products/services like vAuto that are leading the pack in innovation, performance, and customer service.”

The DrivingSales Dealer Satisfaction Awards measure dealer satisfaction with vendor products and services, and are based on cumulative ratings tallied and verified over the calendar year (January – December) at DrivingSales.com [Vendor Ratings](#). DrivingSales.com Vendor Ratings is the industry’s only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons, and provides dealerships with important information from actual customers who have hands-on experience using vendor products / solutions in their stores. Each rating is verified as coming from an actual dealership employee.

Full award results are available online at <http://dealersatisfactionawards.com/>. Award winners are showcased in the Q1 2013 issue of the DrivingSales Dealership Innovation Guide which, in addition to being distributed at the 2013 NADA Convention and Expo, is delivered to every new car dealership nationwide, as well as to the top 100 used car dealerships. For more information on the Dealership Innovation Guide, please visit: <http://drivingsalesinnovationguide.com/>.

### **About vAuto**

vAuto® provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto’s Provision Suite offers premium products that guide used vehicle acquisition,

appraisals, pricing, merchandising and transparent sales processes for dealers based on real-time supply-and-demand data in their markets. vAuto Genius Labs™ provides smart, simple and stand-alone solutions that address everyday used vehicle management challenges. Today, thousands of dealerships across the United States and Canada rely on vAuto's industry-leading solutions. vAuto's visionary founder Dale Pollak has just released *Velocity Overdrive: The Road to Reinvention*. The book is the third in his *Velocity* series, which guides dealers to greater success through the Velocity® Method of Management™. Headquartered in the Chicago suburb of Oak Brook, IL, vAuto maintains a research and development center in Austin, TX, and field office in Longmont, CO. vAuto is a wholly owned subsidiary of AutoTrader Group. Additional information about vAuto is available at [www.vauto.com](http://www.vauto.com).

### **About DrivingSales**

Founded in 2008 and dedicated to the dealer community, [DrivingSales](#) is a business intelligence and performance improvement company that delivers unbiased\*, profit-building information to make automobile dealers more successful through three distinct channels: DrivingSales Data, DrivingSales University and DrivingSales Media. *DrivingSales Data* houses the largest database of cross-vendor, dealership performance data in the North American auto industry and provides dealerships with the most statistically accurate performance benchmarks and metrics for their marketing and technology investments. [DrivingSales University](#) is a fully interactive online university that offers advanced profit-building strategies to automotive professionals through hundreds of classes taught by world-leading experts. DrivingSales Media connects dealers to peers and information through its global media assets, including [DrivingSales.com](#), the world's largest automotive social network; The [Dealership Innovation Guide](#), an industry leading quarterly publication; [DrivingSales Executive Summit](#), the top automotive conference for progressive dealers, and [DrivingSalesTV](#), Web TV covering everything car-dealer related. Approximately one in every three dealerships in the United States has a registered member in the DrivingSales community.

*\*Vendor Neutral Policy: Dedicated solely to making dealerships more profitable, while also providing benefit to automakers and the industry as a whole, DrivingSales adheres to a strict vendor neutral policy through each of its channels. This means the company only provides unbiased information, not 'pay-to-play' follow up services -- and never accepts payment in exchange for media coverage or lets potential advertisers dictate messaging or create bias in any of its channels.*

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