

vAUTO LOGS RECORD TRAFFIC AT 2008 NADA CONVENTION

CHICAGO – Prompted by a record number of visitors to its 2008 NADA (National Automobile Dealers Association) exhibit in San Francisco last month, Chicago-based vAuto plans to further expand its presence at the annual conference next year in New Orleans.

The company conducted more than 500 demos of its state-of-the-art used-car inventory management system during the four-day conference, according to Keith Jezek, vAuto's president and CEO.

The company's 400-square-foot exhibit, staffed by 20 employees, was equipped with nine demonstration stations that were occupied virtually 100 percent of the time throughout the conference.

Jezek noted that vAuto had doubled its NADA exhibit space after a successful entry-level appearance in 2006 and again hopes to more than double its floor space to nearly 1,000-square-feet in 2009.

"We did our best to accommodate what was a constant stream of demonstration requests, but we still ended up scheduling after-hours demos in our hotel suite and promising on-site dealership demonstrations for others," Jezek said. "This year's conference was our best ever in terms of exhibit traffic, business leads and new-customer signings."

Jezek estimated vAuto's exhibit attracted more than 1,000 visitors per day and generated approximately 750 solid business leads, a 50 percent increase compared to its 2007 show totals. The company also tripled the number of new customer orders recorded at the show compared to year-ago results.

He added that more than 300 potential customer follow-up meetings have been scheduled during the next several months at dealership locations around the U.S. as a result of the vAuto's presence at this year's conference.

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The company's website (www.vauto.com) also logged a 43 percent jump in site traffic immediately following the show.

"Franchised and independent dealers alike are recognizing the importance of an efficiently run used-car sales operation and the increasingly important role that the Internet plays in achieving sales success," said Jezek. "Our industry-leading, web-based technology is ideally suited for the highly competitive demands of today's used-car marketplace."

Jezek noted that the recent publication of a book by Dale Pollak, vAuto's chairman and founder, on the impact of digital technology on the used-car market also helped generate additional traffic at the company's NADA booth. Now available on Amazon.com, "Velocity: From the Front Line to the Bottom Line" has jumped onto Amazon's top-10 list of best-selling reference books and is considered a "must read" for the auto industry's more than 70,000 franchised and independent dealers.

Pollak's three 2008 NADA workshops on "How to Apply 'Superstore' Strategies and Tactics for Pre-Owned Success" also attracted standing-room-only crowds.

Headquartered in the Chicago suburb of Oakbrook Terrace, vAuto maintains a research and development center in Austin, Texas. The company provides the auto industry's only "live" analysis of used-vehicle markets with up-to-the-minute information about used-vehicle supply, demand and pricing tailored to specific dealership market areas.

Five of the nation's six highest-volume franchised dealerships by brand, including 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 list of customers, including Acura, Audi, BMW, Hyundai, Infinity, Kia, Lexus, Mercedes and Porsche, as well as all Chrysler and General Motors brands.

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

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