

**FOR IMMEDIATE RELEASE**

**VAUTO RELEASES NEW MERCHANDISING MODULE**

**NEW ORLEANS** -- An industry-first software application that allows used-car departments unprecedented visibility across all of their online merchandising programs will be unveiled this month at NADA by vAuto, the leading provider of inventory-management systems for the nation's more than 70,000 franchised and independent dealerships.

"Dealers all understand the need to have a sharp and attractive used-vehicle display on their physical lot," said Keith Jezek, the company's president and CEO. "Until now, however, they have never had the ability to see how their used vehicles look to shoppers across all Internet sites."

The virtual-view component of vAuto's new merchandising tool allows dealers to validate that all vehicles are being displayed with proper prices, photos and descriptions, as well as identify which vehicles in inventory are not being displayed at all. The program even tracks page views per site and provides correlations between detailed views and price changes.

"This new tool allows dealers to achieve greater returns from their online investments as well as increased showroom traffic," noted Jezek. "There has never been anything like this available to dealers before now."

Shown for the first time at the National Automobile Dealers Association (NADA) Convention and Exposition at the New Orleans Morial Convention Center (Jan. 24-27), the merchandising program integrates seamlessly into vAuto's industry-leading inventory management systems in use at more than 1,600 dealership rooftops nationwide.

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The company's "Live Market View" technology currently allows dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database.

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto maintains a research and development center in Austin, Texas, where the merchandising tool was developed.

The nation's six highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal and stocking systems, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota. Virtually every imported and domestic vehicle brand is represented on the company's customer list.

Further information about vAuto is available at [www.vauto.com](http://www.vauto.com). The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at [www.dalepollak.com](http://www.dalepollak.com).

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