

FOR IMMEDIATE RELEASE

VAUTO RELEASES MOBILE ANDROID APP

OAK BROOK, IL (December 22, 2010) – vAuto, Inc. announces its used car inventory management system is now available for Android mobile devices.

“We are excited to offer our dealers the vAuto mobile app for the Android platform,” says Keith Jezek, vAuto’s president. “This innovation allows dealers to have vAuto in the palm of their hands for accessing real-time market information. vAuto’s live market appraisal and stocking modules are available on the app for making strategic decisions from any location.”

The mobile application is available at no additional monthly subscription charge for vAuto customers and is compatible with Android 2.1 or higher operating systems. The application’s functionality features the new advanced barcode VIN capture method that automatically decodes and uploads to vAuto for Android devices with an auto focus camera. It is available for download from the Android Market or by scanning the following QR Code to link directly to the Android Market.



Earlier in the year, vAuto introduced the mobile application for the Apple iPhone and iTouch. vAuto customers now have the opportunity to operate the

fully integrated live market based appraisal and stocking functionality from their Android or Apple touch devices. In addition to third-party guidebooks and auction values, the application features vAuto's exclusive rBook, providing dealers with live market pricing of identically equipped vehicles in their retail market. The app also includes vAuto's heat sheet and buy list, identifying what cars are hot in their market and how to find them.

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

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