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FOR IMMEDIATE RELEASE

vAuto Releases Mobile-Native Provision Suite Pricing Tool

“Mobile-Native” Design Provides Easy, Efficient Used Vehicle Pricing For Dealers

OAKBROOK TERRACE, IL – October 10, 2013 – vAuto® announces the release of a new Pricing tool for its Provision® mobile application, giving dealers greater ease and efficiency to make market-smart used vehicle pricing decisions.

“Our new mobile-based Pricing tool takes market-competitive pricing for dealers to the next level—giving them the ability to easily assess competing vehicles and quickly price their used vehicles at any place or time from their mobile devices,” says Dale Pollak, vAuto founder.

The new Pricing tool is available as part of vAuto’s Provision mobile application for Apple iOS® and Android® users (under “Provision” in the Apple iTunes® and Google Play® app stores). The new Pricing tool features a “mobile-native” design, replacing a hybrid desktop/mobile Pricing tool in the Provision application.

“vAuto’s Provision customers will see a dramatic difference with the new mobile Pricing tool,” says Jim Menard, Vice President and General Manager for vAuto. “The ‘mobile-native’ architecture means a more intuitive user experience that allows dealers to instantly access the comparative market and vehicle-specific information they need to price and re-price their used vehicles.”

The new Pricing tool includes vAuto's dealer-trusted Live Market View® data to help them make market-based pricing decisions that reflect their inventory turn and profit objectives for each vehicle. The tool also provides:

A holistic view of every vehicle: Dealers can instantly cross-check vehicle condition reports from AutoCheck™ and CARFAX™, as well as vehicle values from BlackBook®, Kelley Blue Book®, Manheim, NADA and other sources, to get a holistic view of every used vehicle. “The Pricing tool’s comprehensive blend of vAuto market data and third-party resources help ensure dealers make the right pricing decisions every time,” Menard says.

Fast access to vehicles: The Pricing tool offers multiple ways for dealers to filter/sort their used vehicle inventory to identify those that may lack pricing or other merchandising elements, such as a description, odometer reading or photos. “Our mobile Pricing tool gives dealers flexibility to identify vehicles that need attention and address these issues in a manner that fits their pricing strategies and workflows,” Menard says.

Quick-reference vehicle letter grades: The Pricing tool incorporates the Provision system’s A-F vehicle letter grades to give dealers a quick assessment of each vehicle’s retailing potential and risks. “Dealers like seeing the Provision letter grades as they make pricing decisions,” Menard says. “They know that pricing an ‘A’ vehicle is different than pricing a ‘C’ vehicle.”

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



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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's latest book, *Velocity Overdrive: The Road to Reinvention*, is the third in his best-selling *Velocity* series, which guides dealers to greater success through the Velocity Method of Management™.

Headquartered in the Chicago suburb of Oakbrook Terrace, IL, vAuto maintains a research and development center in Austin, TX, and the vAuto Genius Labs office in Longmont, CO. vAuto is a subsidiary of AutoTrader Group, which includes AutoTrader.com®, Kelley Blue Book®, VinSolutions® and HomeNet Automotive®. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Additional information about vAuto is available at www.vauto.com.