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**FOR IMMEDIATE RELEASE**

**vAuto® Releases Mobile iOS Application For Provision Suite  
Next Generation App Gives Dealers Smart, On-The-Go Decision-Making Power**

**OAK BROOK, IL – March 7, 2013** – vAuto announces the release of the next generation mobile application for its Provision™ Suite of inventory management tools, giving dealers greater ‘on-the-go,’ market-smart decision-making power and precision as they acquire and price their used vehicles.

“When it comes to acquiring and pricing used vehicles, the dealers who have the most accurate, real-time market data to determine the ‘right’ cars and most appealing retail prices have a distinct competitive edge,” says Dale Pollak, vAuto founder. “Our new, next generation Provision mobile application gives dealers the ability to apply this market-based competitive advantage wherever and whenever they’re making used vehicle acquisition or pricing decisions.”

The Provision mobile application includes the Provision Suite’s Appraising and Pricing tools. The application is available for download through Apple’s iTunes® App Store (under “Provision”) for use on iPhones (3GS and above running iOS 5 or higher) and iPads®.

“We’ve carefully built our Provision application to ensure all of the premier market intelligence and decision-making power dealers have come to expect from vAuto extends to their smartphones and tablets,” says Jim Menard, vice president and general manager for vAuto. “Our goal was to ensure the application and its

component tools speed up a dealer's ability to make good decisions and help them maximize the profitability potential of every used vehicle."

The Provision mobile application includes vAuto's Appraising and Pricing tools. Both are powered by vAuto's Live Market data and ensure dealers align vehicle acquisition and pricing decisions to current market supply and demand dynamics.

"Every used vehicle offers an opportunity, but our mobile Appraising tool helps dealers quickly determine the exact cars and precise purchase parameters that represent the 'right' opportunities for their dealerships and local markets," Menard says. "In addition, our mobile Pricing tool allows dealers to instantly set and syndicate market-smart pricing decisions that attract online buyers and meet their profitability goals."

vAuto is currently developing an Android-based version of the Provision mobile application, which will also include the Appraising and Pricing tools. The company plans to release the Android application next month.

### **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 vAuto Genius Labs 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).