

FOR IMMEDIATE RELEASE

VAUTO URGES DEALERS TO ADOPT NEW TACTICS

CHICAGO -- Auto dealers will need to adopt new methodologies to manage and market their used-car inventories in order to remain profitable during the current economic crisis, according to author and used-car sales expert Dale Pollak.

The chairman and founder of vAuto Pollak and Rafi Hamid, vAuto's senior director of digital marketing services, will be featured speakers at the sixth annual Digital Dealer Conference and Expo on Monday, April 20, at the Mirage Hotel and Casino in Las Vegas.

To thrive in today's Internet-driven marketplace, Pollak states that it is imperative to manage with new metrics and these will be the subject of his conference presentation.

"Successful dealers have higher inventory turn rates and generate significantly higher returns on their used-vehicle investments," Pollak notes. "These dealerships are able to monitor market conditions with web-based technology, enabling them to achieve annual used car inventory turns of 15, 18 and even in excess of 20 times per year. This stands in stark contrast to those dealers managing conventionally, having inventory turn of six to eight times per year."

"The transparency brought about by the Internet has dramatically changed the way used vehicles are bought and sold," says Pollak. "Today, the used car market is an efficient market where information flows freely and quickly. Simply stated, used vehicles behave more like commodities now."

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“The vast majority of customers are searching the Internet before even stepping on to a lot. Dealers are investing more and more dollars into their “virtual” lots making it critical that these lots are just as well organized and managed as are their physical lots,” according to Rafi Hamid. “It is time to move from having an Internet department to being an Internet dealership.”

Hamid is a nationally renowned retail automotive authority with over 10 years of experience in auto e-management, helping dealers realize their full potential in the Internet era.

The author of a best-selling book on the used-car industry, Pollak also maintains a blog (www.dalepollak.com) for the discussion of issues related to used-car sales and market trends. More than 70 exhibitors and 1,000 attendees are expected for this year’s Digital Dealer Conference to be held April 19-21 in Las Vegas.

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About vAuto

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto has a research and development headquarters facility in Austin, Tex., and today is the fastest growing provider of web-based [inventory-management systems](#) for used-car dealers in the United States. Last year alone, the company nearly tripled its customer base from 550 dealership rooftops to more than 1,600.

The company’s breakthrough “Live Market View” technology allows dealers to manage [used-vehicle inventories](#) based on comprehensive supply-and-demand information for their markets. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto’s massive database.

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

More information on vAuto is available at www.vauto.com.

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