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**FOR IMMEDIATE RELEASE**

**vAuto® and VinSolutions® Integrate Data to Help Dealers Make Better Inventory Management Decisions**

**OAKBROOK TERRACE, IL– October 20, 2014** – Cox Automotive today announced that customers of both vAuto® and VinSolutions® will be able to take advantage of a powerful new integration which gives them access to VinSolutions CRM data in the vAuto Provision® suite. With this integration, dealers can access key customer insights from their CRM software as they use Provision, helping them make better inventory management decisions.

“Our shared vAuto and VinSolutions customers can get a powerful new advantage with this integration,” said Randy Kobat, vice president and general manager at vAuto. “Dealers have the opportunity to apply the unique insights from their own shoppers in addition to the already comprehensive market data in the Provision system—giving them the right information in the right context at the right time to make better used vehicle appraisal, acquisition and pricing decisions.”

Sean Stapleton, vice president of sales and marketing for VinSolutions, added, “The point of integrating this data is not just to provide dealers with more information, but rather to give them more insights that they can act on immediately.”

The enhancements to Provision made possible by the new integration include:

- The Pricing module can display the number of active leads for every vehicle in a dealer’s inventory, providing dealers with the ability to make real-time pricing decisions in the context of real-time customer demand.
- The Provisioning module can identify when vehicles that match the dealer’s stocking strategy are scheduled for service appointments, giving dealers the opportunity to present timely trade-in offers and acquire needed inventory.
- The Appraising module will notify dealers when they are appraising vehicles that appear on their shoppers’ wish lists, allowing them to appraise and acquire with the confidence that there is a buyer for the vehicle.

“By working across the Cox Automotive family of companies, we are changing the game on how dealers can use specialized, connected information to better serve their customers and better manage their dealerships,” said Dale Pollak, vAuto founder and executive vice president at Cox Automotive. “This new integration is yet another proof point of how we, as Cox Automotive, are able to connect our specialized information and solutions to deliver unmatched value to our dealer customers.”



### **About vAuto**

vAuto® provides innovative technology, tools and business intelligence to thousands of dealerships across the United States and Canada, helping them compete more effectively and increase sales volumes and profits. Founded in 2005, vAuto revolutionized dealers' used vehicle operations with the groundbreaking Provision® suite of tools. Leveraging The Velocity Method of Management®, pioneered by vAuto's visionary founder, Dale Pollak, the Provision suite guides used vehicle acquisition, appraisals, pricing, merchandising and more based on real-time, local market supply-and-demand data. In 2013, vAuto combined the Velocity method with the power of incentive management to create the Conquest™ new vehicle inventory management and pricing tool. In addition, vAuto Genius Labs provides smart, simple and stand-alone solutions including AuctionGenius. Headquartered near Chicago, Illinois, vAuto is wholly owned by Cox Automotive™, which also includes Manheim Auctions, AutoTrader.com®, Kelley Blue Book®, VinSolutions® and Haystak® Digital Marketing, and HomeNet Automotive®. For more information, visit [www.vauto.com](http://www.vauto.com).

### **About VinSolutions**

VinSolutions® helps make every customer connection count by providing individual dealers and dealer groups with sophisticated, yet easy-to-use software solutions that span the scope of dealership operations. With its cloud-based system, VinSolutions' all-in-one internal management, sales and service marketing solutions platform is accessible from anywhere an Internet connection is available, including mobile devices. VinSolutions has been named to the Inc. 5000 every year since 2011 and has received numerous industry awards for its innovative products. VinSolutions is OEM certified by every major manufacturer and is ADP, Reynolds & Reynolds and DealerTrack DMS certified. The company also provides marketing solutions under the Haystak® Digital Marketing brand. Founded in 2006 and headquartered in Overland Park, Kansas, VinSolutions is wholly owned by Cox Automotive™. Additionally, Cox Automotive also owns Manheim Auctions, AutoTrader.com®, Kelley Blue Book®, vAuto®, and HomeNet Automotive®. Cox Automotive is a subsidiary of Cox Enterprises. Visit VinSolutions online at [www.vinsolutions.com](http://www.vinsolutions.com).