

**FOR IMMEDIATE RELEASE**

**NEW BOOK RELEASED BY DALE POLLAK,  
VELOCITY 2.0: PAINT, PIXELS & PROFITABILITY**

**OAKBROOK, IL (January 11, 2010)** – *Velocity 2.0: Paint, Pixels & Profitability* is the second book from retail automotive industry expert, entrepreneur and former dealer, Dale Pollak.

For the past year and a half, Pollak has been on a mission to uncover the secrets to being successful in today's used car marketplace. His new book introduces ROI-based management metrics and processes dealers can use to operate more efficient and profitable used vehicle departments, picking up where his last book, *Velocity: From the Front Line to the Bottom Line*, left off.

*Velocity 2.0* begins with the recognition that today's used vehicle marketplace is more challenging and volatile than it's ever been – a tough reality driven by the power of the Internet and a troubled economy. The book offers a playbook of best practices to help dealers overcome obstacles and outpace their competition.

"Our industry is at a critical crossroads where mere survival is an open question," Pollak says. "*Velocity 2.0* offers a roadmap to help dealerships harness the latest technology and management philosophies that reduce market risks and pave the way for long-term success."

*Velocity 2.0: Paint, Pixels, & Profitability* is available at Amazon.com and considered a "must" read for the nation's more than 60,000 franchised and independent used vehicle dealers and their sales personnel. Pollak's first book,

*Velocity*, sold more than 10,000 copies, a milestone reached by very few business authors.

Dale Pollak is the founder and chairman of vAuto, Inc., named by Inc. Magazine as the second fastest-growing privately held software company in America in 2009. The company's Live Market View" technology currently allows more than 2,000 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database. Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto also maintains a research and development center in Austin, Texas.

The nation's five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. More information on vAuto and its product suite is available at [www.vAuto.com](http://www.vAuto.com).

NOTE TO EDITORS: Digital images of Dale Pollak and *Velocity 2.0* bookcover are available by contacting Michelle Black at 630-590-2023 or [mblack@vauto.com](mailto:mblack@vauto.com).

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