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**FOR IMMEDIATE RELEASE**

**vAuto Founder Dale Pollak Publishes Fourth Book For Retail Automotive**

*"Like I See It" Achieves Best-Seller Status In Advance Of Official Release*

**OAKBROOK TERRACE, IL (Oct. 17, 2017)** –vAuto founder Dale Pollak hadn't planned on writing a fourth book. But circumstances in the retail automotive industry changed his thinking.

"Our industry is confronting a challenged and uncertain future," Pollak says. "I felt like I had an obligation to bring voice to topics that too few in our industry want to talk about. My hope is that *Like I See It* spurs recognition that a prosperous and viable future for the car business will only arrive if we collectively begin the transformative work to shape this future today."

Pollak's fourth book, *Like I See It: Obstacles and Opportunities Shaping the Future of Retail Automotive*, is officially available today on Amazon. The book's pre-order sales have earned it the No. 1 best-seller status in Amazon's automotive and transportation categories.

In *Like I See It*, Pollak devotes chapters to margin compression, increased OEM control and financial reliance of their dealer partners, dealer network consolidation, technology disruption, vehicle production inefficiencies and consumer preferences for digital retailing.

*Like I See It* has received positive reviews from dealers who read advance copies.

"Dale Pollak is uniquely qualified to address the pressing issues in auto retail," says Mike Maroone, CEO of Mike Maroone Automotive and former AutoNation president and COO. "His provocative presentation takes on the difficult environment dealers face with real-world solutions that combine technology, process, and drastic policy change."

"Being a dealer has never been more challenging. Dale speaks to that reality in *Like I See It* and not only confronts the uncomfortable truths but also does the more important work of providing solutions," says Steve Germain, president of The Germain Auto Group.

More information on *Like I See It* and copies of the book are available on [Amazon](#).

### **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 new/used vehicle 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 2014, vAuto combined the Velocity method with the power of incentive management to create the Conquest™ new vehicle inventory management and pricing tool. In 2016, vAuto launched Stockwave to serve as the foundation for a suite of wholesale inventory acquisition solutions. Headquartered near Chicago, Illinois, vAuto is a Cox Automotive™ brand.

### **About Cox Automotive**

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