



DealerTrack Adds Service Price Guides to its DMS

Dealers Get Service Pricing Data for All Available OEMs at One Low Price

LAKE SUCCESS, N.Y., Feb 08, 2010 (BUSINESS WIRE) -- DealerTrack Systems, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK), a leading provider of on-demand software and data solutions for the U.S. automotive retail industry, today announced the introduction of comprehensive [Service Price Guides \(SPGs\)](#) for automotive retail dealerships. Dealers can now provide quick and accurate price estimates for vehicle repairs, enhancing customer satisfaction as well as dealership revenue and profits.

SPGs for all major OEMs are available to [DealerTrack DMS](#) clients at a subscription price of only \$135 per month per rooftop (unlimited users) - less than half of what some DMS providers charge for an SPG for a single OEM.

"Service Price Guides are a great sales tool that dealerships can use to boost their service sales regardless of the make that pulls into their service drive," said Rich Holland, vice president and general manager, DealerTrack DMS. "In today's environment, with consumers servicing their cars rather than trading them in, empowering service advisors with the tools to grow their business while building consumer loyalty positively impacts a dealership's profitability."

"We have been very impressed with DealerTrack SPG while we piloted the product," said Greg Sorum, Executive Manager of Rydell Automotive Group. "Our service department saw an immediate increase in effective labor rate and gross profits, as they were able to more effectively and accurately provide estimates for just about every make and model. DealerTrack SPG has quickly become an essential part of our service department."

DealerTrack's Service Price Guides are estimation tools that help service departments to provide quick, accurate and consistent estimates for service and repairs. With access to SPGs for more than 30 OEMs, service writers are able to provide estimates on almost any vehicle, increasing overall profit. Service price quotes will be consistent throughout the organization, and customer wait time for estimates will be dramatically reduced. With Service Price Guides, service writers will be able to quote a price that matches the final invoice, eliminating any surprises and increasing customer satisfaction.

About DealerTrack (www.dealertrack.com)

DealerTrack's intuitive and high-value software solutions enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, OEMs, agents and aftermarket providers. Our solution set for dealers is the industry's most comprehensive. DealerTrack operates the industry's largest online credit application network, connecting more than 17,000 dealers with over 800 financing sources. Our Dealer Management System (DMS) provides dealers with easy-to-use tools with real-time data access that will streamline any automotive business. With DealerTrack AAX, dealers get better data along with the tools to make smarter, more profitable inventory decisions. Our Sales and F&I solution enables dealers to streamline the entire sales process, quickly structuring all types of deals from a single integrated platform. DealerTrack's Compliance solution helps dealers meet legal and regulatory requirements and protect their hard-earned assets. DealerTrack's family of companies also includes data and consulting services providers, ALG (Automotive Lease Guide) and Chrome Systems.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the implementation and adaptation of Service Price Guides and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include economic trends affecting the automotive retail industry and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2008. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.

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