



Jaguar Land Rover Intends to Integrate Dealer Communication Systems with the DealerTrack DMS

LAKE SUCCESS, N.Y., Feb 13, 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 that Jaguar Land Rover North America LLC intends to integrate its dealer communications platform with the [DealerTrack Dealer Management System](#) (DMS) during 2010.

"We are looking forward to partnering with Jaguar Land Rover to provide full integration with its dealer communication systems, which should significantly enhance the appeal of the DealerTrack DMS to all Jaguar and Land Rover dealerships across North America," said Rich Holland, vice president and general manager, DealerTrack DMS. "Jaguar and Land Rover dealers considering our DMS will be able to proceed with confidence that the DealerTrack DMS can meet their technology needs, consistent with all OEM communication requirements."

Following the planned integration, dealers using the DealerTrack DMS with the new factory communication interface will be able to expedite critical transaction processes and eliminate many potential data errors. Information will transfer seamlessly from one system to another without having to be re-keyed. Dealers will be able to electronically transfer or receive a wide variety of communications, including financial statements, parts orders, warranty claims and reconciliations, and labor time guides.

"Jaguar and Land Rover dealers are increasingly interested in the DealerTrack DMS because of its competitive pricing and 'Software as a Service' model, as well as the open access it provides to other vendors," said Russ Miller, Retailer Systems Manager at Jaguar Land Rover North America. "We will work closely with DealerTrack to ensure that our integrated communications solution creates new efficiencies and enhances the flow of information to and from our dealer base - consistent with our ongoing commitment to help drive sales, profitability and customer satisfaction at Jaguar and Land Rover dealerships across North America."

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 approximately 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 the inventory management tools and services needed to accelerate turns and increase profit. 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 integration between DealerTrack and Jaguar Land Rover 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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