



## DealerTrack DMS Completes Pilot Test for Dealer Communication Integration with Toyota

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 it and Toyota Motor Sales, U.S.A., Inc. (TMS) have successfully completed the initial phase of a test pilot that is intended to expand the current integration between TMS' Dealer Daily dealer communication system and third party DMS providers, including DealerTrack.

Among the transactions and communications successfully piloted for integration are finance & insurance deal information, vehicle inventory data, parts orders and returns, repair orders, and warranty payments. DealerTrack intends to continue to work with TMS in a second phase of the pilot project, which should deliver integration for an additional set of interfaces.

"We are excited about the opportunity to work with Toyota more closely, and even more pleased that our customers may soon enjoy the time-saving benefits of integration between the [DealerTrack DMS](#) and Toyota Dealer Daily," said Rich Holland, vice president and general manager, DealerTrack DMS.

"The integration between the DealerTrack DMS and Toyota will save our dealership time and money in many areas of our operations. We are excited to be able to pilot this new integration with Toyota and feel it has already started to streamline our business," said Mark Miller, owner of Mark Miller dealerships in Utah.

### **About DealerTrack ([www.dealertrack.com](http://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 Toyota 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](http://www.dealertrack.com) and the SEC's website at [www.sec.gov](http://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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