



DealerTrack Announces First Android(TM) Application for Used Vehicle Market

DealerTrack Mobile AAX Now Available for Android-Powered Smartphones, including the DROID by Motorola, in addition to the iPhone(R)

LAKE SUCCESS, N.Y., Jun 17, 2010 (BUSINESS WIRE) -- DealerTrack, 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 its [DealerTrack Mobile AAX](#) solution is now available for use on smartphones using the Android 2.0 operating system. Dealers now have additional choices as they increasingly harness the power of mobile technologies to achieve much faster and more accurate vehicle appraisals.

The DealerTrack Mobile AAX solution is powered and delivered by Laser Appraiser, LLC, the industry's leading wireless automotive valuation system. In early 2010, DealerTrack began offering the Mobile AAX iPhone application and the Opticon Windows Handheld as a stand-alone subscription or as an integrated solution with DealerTrack AAX. With the addition of the Android application, Dealers nationwide can now extend the core functionality of the DealerTrack AAX used vehicle inventory management solution to a dedicated handheld device, the iPhone, or Android-powered devices such as the DROID by Motorola and the DROID Incredible by HTC through multiple wireless carriers.

"As dealers increasingly strive to increase their efficiency, DealerTrack continues to innovate and deliver cutting-edge technologies," said Bridget Townsend, general manager of DealerTrack AAX. "Dealers can now run DealerTrack Mobile AAX on Android smartphones - one of the best-selling smartphone operating systems in the U.S. - and start realizing a range of benefits including easier and faster access to used-car valuations, wholesale auction Manheim Market Reports (MMR) as well as access to vehicle history and appraisal information right on the dealership lot or in the lanes at wholesale auctions."

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 850 lenders. Our Dealer Management System (DMS) provides dealers with easy-to-use tools and real-time data access that will streamline any automotive business. Dealers using DealerTrack AAX get the inventory management tools and services needed to accelerate turns and increase profits. Our Sales and F&I solution enables dealers to streamline the entire sales process while 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 and Chrome Systems. For more information, visit www.dealertrack.com.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the integration between DealerTrack AAX and Laser Appraiser, the benefits and capabilities of DealerTrack Mobile AAX 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, adoption of new technologies, 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, 2010. 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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