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Chrome(R) Debuts New Vehicle Comparison Features in Enhanced Version of Their Carbook Fleet Edition

PORTLAND, Ore., March 20, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Chrome Systems Inc., a leader in enhancing and distributing automotive data, today announces the release of additional comparison functionality in their Carbook Fleet Edition tool, the first web-based, multi-user vehicle pricing and configuration system made specifically for fleet sales and purchasing teams.

In today's rapidly changing automotive market, fleet professionals need better ways to match vehicles to drivers. New Carbook Fleet Edition enhancements make it dramatically easier to find the right vehicle or to highlight the competitive advantages of one vehicle over another. These new features give users the ability to:

- Display lifecycle factors in side-by-side views for:
 - Total cost, cost per mile and holding cost for every compared vehicle
 - ALG fleet residual values automatically provided for each vehicle
 - Fuel costs and depreciation over life of each compared vehicle
- Instantly Auto-Equip vehicles
 - Users can build one primary vehicle, then use Auto-Equip to similarly equip other vehicles automatically.
- Review option and package differences in the new Compare Option Details view:
 - See specific details on all added options, including name and price
 - Get an instant comparison of packages across manufacturers and vehicles
- Compare up to seven vehicles at one time
- Export comparison views to Excel for customizable reports

Carbook Fleet provides instant online access to pricing, options, standard equipment lists, technical specifications, warranty information and ordering details for over 8,000 new vehicles. It gives customers the ability to save, edit and share vehicle templates among account users, and to carry them over to new model years, saving time and ensuring consistency from quote to quote. Users can also create and store libraries of the aftermarket options frequently needed to complete vehicle packages, and can apply them to specific vehicles with a single mouse click.

In Carbook Fleet Edition, users also have automatic access to Commercial Fleet Residuals, a web-based product from ALG (Automotive Lease Guide). ALG residual values are a definitive source for value forecasts on leased vehicles. This combination of new car information and future value forecasts provides Fleet Edition users with a comprehensive research and pricing tool, all in one easy-to-access package.

"We're thrilled to bring these new features to market." says Michael Thelander, Director of Product Management for Chrome. "Carbook Fleet Edition helps our customers simplify the complex configurations, descriptions and comparisons they deal with every day. I want to thank our users for helping us build the standard for automotive information in the fleet space."

About Chrome (<http://www.chrome.com>)

Chrome provides vehicle content, software, technology and services to deliver complete enterprise solutions to all segments of the automotive retail industry. These segments include manufacturers, fleet companies, dealers, Internet sites, and financial institutions. Chrome pioneered the technology behind electronic vehicle configuration with the introduction of PC Carbook(R), and since 1986 has collected, analyzed and enhanced "raw" automotive data from all manufacturers. Chrome Systems Inc. is a subsidiary of DealerTrack Data Services, Inc., a DealerTrack Holdings, Inc. company (Nasdaq: TRAK).

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of Chrome's products, including Carbook Fleet Edition 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: including selling additional products and services to existing and new customers; Chrome's success in expanding its customer base and product and service offerings; and other risks listed in the Company's reports filed with the SEC, including DealerTrack's 2006 Form 10-K. These filings can be found on DealerTrack's website at <http://www.dealertrack.com> and the SEC's website at <http://www.sec.gov>. Forward-looking statements included herein speak only as of the date hereof and the Company 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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