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## **DealerTrack to Deliver Breakthrough End-To-End Vehicle Inventory Management and Merchandising Platform**

### **Company Completes Integration of AAX and eCarList to Create the Industry's Most Progressive and Innovative Inventory Solution**

LAKE SUCCESS, N.Y., Feb. 3, 2012 /PRNewswire/ -- [DealerTrack](#) (Nasdaq: TRAK) today announced the introduction of the new DealerTrack eCarList, the next generation, end-to-end inventory management and merchandising platform that is expected to redefine the marketplace by combining the power of AAX and the innovation of eCarList.

(Logo: <http://photos.prnewswire.com/prnh/20101028/DEALERTRACKLOGO> )

The DealerTrack eCarList platform, which will be on display at NADA (DealerTrack Booth #1751), is a comprehensive inventory management system that seamlessly combines live retail market data with rich historical data, including Carfax Vehicle History Reports, to appraise, price, and merchandise vehicles quickly and efficiently. In addition, DealerTrack eCarList offers a number of award-winning solutions, such as Website Design, Mobile Applications, and Search & Media, to help dealerships quickly merchandise and turn inventory.

"The new DealerTrack eCarList will be the most complete and powerful inventory workflow solution in the industry," said Raj Sundaram, senior vice president, Solutions Group, DealerTrack. "The integration of these two major product platforms is the fastest and smoothest assimilation that we have ever achieved."

Many dealers have already embraced DealerTrack eCarList solutions, including TrueTarget, a mobile appraising, pricing, and merchandising tool. "DealerTrack eCarList's TrueTarget allows me to search inventory on my phone, price [a vehicle] and even scan the VIN number to do an appraisal or just see the value out there," said Rami Rassas, director of Online Sales, eCarOne. "TrueTarget has helped us streamline our inventory management and become more efficient."

According to New Car Sales Manager Brent Rieger of Land Rover Dallas, "With DealerTrack eCarList's point-and-click system, it helps us put our inventory on our website quicker and easier than ever before."

The eCarList brand was acquired by DealerTrack in July 2011, and AAX has been part of the DealerTrack family since 2009.

To view a video about the new DealerTrack eCarList, click [here](#).

#### **About DealerTrack ([www.dealertrack.com](http://www.dealertrack.com))**

DealerTrack's intuitive and high-value software solutions and services enhance efficiency and profitability for all major segments of the retail automotive industry, including dealers, lenders, OEMs, agents and aftermarket providers. DealerTrack, whose solution set for dealers is the industry's most comprehensive, operates the largest online credit application network in the United States, connecting over 17,000 dealers with more than 1,100 lenders. DealerTrack's Dealer Management System (DMS) provides dealers with easy-to-use tools and real-time data access to enhance their efficiency. DealerTrack's Inventory offerings provide vehicle inventory management and merchandising solutions to help dealers drive higher in-store and online traffic with state-of-the-art, real-time listings — designed to accelerate used-vehicle turn rates and increase dealer profits. DealerTrack's Sales and F&I solutions allow dealers to streamline the entire sales process as they structure deals from a single integrated platform. Its Compliance offering helps dealers meet legal and regulatory requirements, and protect their assets.

DealerTrack also offers additional solutions for the automotive industry, including electronic motor vehicle registration and titling applications, paper title storage, and digital document services. For more information visit: [www.dealertrack.com](http://www.dealertrack.com).

#### **Safe Harbor for Forward-Looking and Cautionary Statements**

Statements in this press release regarding the benefits of the DealerTrack eCarList platform, 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 adoption by dealers of the DealerTrack eCarList platform, the performance of DealerTrack's third-party partners 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 ending December 31, 2010. 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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