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DealerTrack Honored with Two DrivingSales Dealer Satisfaction Awards

Company Presented with "Top Rated" Awards for Its DMS and TrueTarget Inventory Management Offerings

LAS VEGAS, Feb. 3, 2012 /PRNewswire/ -- DealerTrack (Nasdaq: TRAK) today announced the company has received "Highest Rated/Top Rated" awards in the DMS and Inventory Pricing Tools categories at the third annual DrivingSales [Dealer Satisfaction Awards](#), presented in conjunction with the 2012 National Automobile Dealers Association (NADA) Convention & Expo. In addition to the company's DMS, DealerTrack eCarList's TrueTarget inventory appraisal and pricing tool received top honors from DrivingSales.

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

"These awards underscore DealerTrack's commitment to providing dealers with the innovative solutions that they want and need to manage and grow their businesses," said Raj Sundaram, senior vice president, DealerTrack. "Our DMS and TrueTarget offerings have quickly become the solutions of choice for dealers looking to leverage smarter and more robust technologies to run their dealerships."

The DrivingSales Dealer Satisfaction Awards measure dealer satisfaction by allowing dealers to rate and review their vendors at [DrivingSales.com Vendor Ratings](#), the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons. Only vendors who achieved top rankings in dealer satisfaction in each category, as determined by the thousands of auto dealers who are part of the [DrivingSales.com](#) community, received awards. The awards also incorporate the results of the 2011 Vendor Ratings survey, which was deployed to nearly 18,000 dealerships nationwide.

"We are proud to present DrivingSales Dealer Satisfaction 'Top Rated' Awards to DealerTrack for achieving the most coveted accolade of all, the satisfaction of its dealer customers," said DrivingSales CEO and Founder Jared Hamilton. "This award, based on the direct input of the dealer community, recognizes service providers like DealerTrack who are leading the way in innovation, performance, and customer service. We congratulate DealerTrack on their excellent results and for achieving the satisfaction of their dealer customers."

Full award results are available online at <http://dealersatisfactionawards.com/>. Full broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony will be available at www.drivingsalestv.com following NADA.

About DrivingSales Vendor Ratings

DrivingSales Vendor Ratings is the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons "searchable by category, company or rating" and is one of the most popular features of [DrivingSales.com](#). Dealers are asked to rate their vendors on a 1-5 star scale, including whether they would recommend the vendor product to colleagues, and why they would or would not recommend the product.

About [DrivingSales.com](#)

DrivingSales is the auto industry's fastest-growing, most influential trade media property focused on delivering actionable profit-building information and business intelligence to auto retailers and industry professionals. Approximately, one in every four dealerships in the United States has a registered member in the DrivingSales community.

DrivingSales' information network includes flagship property [DrivingSales.com](#) (www.drivingsales.com), the world's largest car dealer social network; *DrivingSalesTV* (www.drivingsalestv.com), an interactive web channel which helps car dealers and auto professionals keep tabs on their industry and emerging technologies 24/7; *DrivingSales University*, an on-demand training platform where dealerships learn the latest web strategies from top e-commerce experts; *DrivingSales Executive Summit* (DSES) the industry's leading conference where progressive dealers collaborate and learn from world renowned experts, and *DrivingSales Dealership Innovation Guide*, a quarterly free publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

About DealerTrack (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.

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