



May 5, 2006

Chrome(R) Launches Next-Generation Solution for Web-Based Vehicle Configuration, Research & Pricing

Carbook Showroom(TM) Helps Dealers Drive Online Leads, Sell More Cars

PORTLAND, Ore., May 5, 2006 /PRNewswire via COMTEX News Network/ -- Chrome Systems Inc. today introduced Carbook Showroom Edition, the company's new web-based offering that instantly adds interactive vehicle configuration, research and pricing to any dealer's website. Carbook Showroom is the next-generation successor to Chrome Carbook, one of the products that pioneered vehicle configuration and research on the web. Building on this legacy, Showroom adds a new cutting-edge design and enhanced media options, offering consumers more choices and better flexibility. All of this adds up to more time spent by consumers on dealer websites, and more requests for a quote or additional information.

For car buyers, Carbook Showroom is a tool accessed through a dealer's site that configures, prices and compares vehicles, then submits detailed quote requests in a user experience that never takes them away from the dealer's site. For dealers, Carbook Showroom is a plug-and-play addition to their existing web presence that provides an instant online showroom -- with detailed interaction and specialized content -- that still reinforces the dealer's own brand. And because Carbook Showroom is built on vehicle data from Chrome, dealers and customers alike know they will benefit from the Chrome Standard: an industry benchmark for the accuracy, reliability, and orderability of new vehicle data.

"Carbook Showroom truly helps dealers convert window shoppers into actual prospects with an improved graphic interface and the most accurate and complete car detail available," said Peter Batten, General Manager of Chrome Systems. "With so many car shopping options presented to consumers today, we want to arm our clients with the tools they need to stay competitive."

Carbook Showroom can be immediately delivered through the website of any dealer, credit union or affinity group, and can be easily customized to display only the vehicle makes that are applicable. In addition to having instant setup capabilities, dealers maintain control over changes -- there is no need to hand over control to a third party. Other features and benefits of the product include:

- * Side-by-side and advantages-based comparison of up to three vehicles at a time
- * Integrated eVox media
- * Includes all known standard and optional equipment
- * Includes detailed technical specifications
- * Includes warranty, crash test, and other helpful consumer information

Carbook Showroom can easily integrate with a dealer's existing lead generation program. Specially designed to blend with any dealership's existing site, Showroom's new design fits with any color scheme to provide an integrated look and feel and a seamless transition from Showroom to other areas of the website. Other features include customizable pricing and comparison data, as well as localization of available makes and models by zip code.

Nearly two decades ago, Chrome pioneered the technology behind electronic vehicle configuration and continues to lead the industry. Today, half of all franchised auto dealers in the United States use Chrome. In addition, the company's vehicle data is used on more than 2,000 websites and helps drive car loans for more than 500 financial institutions. The company's data is accurate, unbiased and consistent, helping Chrome's customers meet market requirements as well as save time and money.

About Chrome (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 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 2005 Form 10-K. 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 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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