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Dealertrack Expands the Capabilities of its Inventory+ Solution

All-New Intelligent Vehicle Trade-In Tool and Transportation Integration Feature Now Available to Inventory+ Users

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- To help dealers win more used car trade-ins and further grow their volume and profits through better inventory management and customer engagement, [Dealertrack Technologies](#) (Nasdaq:TRAK) today introduced an all-new Inventory+ vehicle trade-in quote module and a fully-integrated transportation tool.

Dealertrack Inventory+ is an innovative and comprehensive inventory management solution that delivers 360⁰ of data insight and analytics with rich mobile and workflow capabilities for dealers. Dealers now have access to two new powerful tools within Inventory+, making the solution an even more robust and versatile tool for inventory management. These new Dealertrack-exclusive features include:

- [Inventory+ TradeDriver](#) - An intelligent trade-in quote service integrated within Inventory+ and a dealer's website to present buyers with consistent trade-in offers whether in a dealership or via a dealer's website, and to help dealers convert more leads to sales.
- [Inventory+ Transportation Services](#) - The first and only vehicle transportation network integrated with an inventory management system offers dealers more choices than ever for their transport needs.

"We are committed to delivering integrated workflow solutions that help dealers drive efficiencies and transform their businesses," said Robert Granados, senior vice president, Inventory Solutions and CRM Operations, Dealertrack. "With the new intelligent vehicle trade-in tool and the industry's first integrated vehicle transportation network, Inventory+ becomes an even more advanced and powerful solution for today's progressive dealers. These enhancements will help better position dealers for generating more leads and improving customer experience, while winning more deals."

Inventory+ TradeDriver

[Inventory+ TradeDriver](#) intelligently blends Inventory+ dealer-specific TrueScore transactional performance, market data, wholesale value, dealer-controlled settings and a unique value powered by BlackBook to enable dealers to present customized vehicle trade-in quotes directly to consumers shopping on a dealership's website. TradeDriver assists dealers in presenting the same consistent and fair vehicle trade-in quotes online and at the dealership.

Inventory+ Transportation Services

[Inventory+ Transportation Services](#) is powered by Dealertrack's CentralDispatch, the nation's leading transportation network, connecting automotive dealers to more than 1,500 transport brokers and more than 7,000 vehicle carriers. Inventory+ Transportation Services is now a simple drag-and-drop feature integrated with Inventory+, allowing dealers to post vehicle loads directly to CentralDispatch. In addition, as part of the Inventory+ Transportation Services, dealers have the ability to work directly with Dealertrack's Broker Connection network, which consists of brokers who have agreed to adhere to a high-quality standard of service.

About Dealertrack Technologies (www.dealertrack.com)

Dealertrack Technologies' intuitive and high-value web-based software solutions and services enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. In addition to the industry's largest online credit application network, connecting more than 20,000 dealers with more than 1,400 lenders, Dealertrack Technologies delivers the industry's most comprehensive solution set for automotive retailers, including [Dealer Management System \(DMS\)](#), [Inventory, Sales and F&I](#), [Digital Marketing](#) and [Registration and Titling](#) solutions.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of Dealertrack's solutions, any conclusions or statements based thereon 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 Technologies 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 the performance and acceptance of the Dealertrack solutions, 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, 2013 and our Quarterly Reports on Form 10-Q. These filings can be found on Dealertrack Technologies' website at www.dealertrack.com and the SEC's website www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and Dealertrack Technologies 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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