

February 12, 2015

Dealertrack Selected by the California New Car Dealers Association as Strategic Partner to Provide Technology Solutions to its Member Dealers

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- The California New Car Dealers Association (CNCDA) has named Dealertrack Technologies (Nasdaq:TRAK) a strategic partner and will recommend Dealertrack's solutions for F&I, Inventory, CRM, Compliance and Digital Marketing. CNCDA recognizes that dealers are looking for solutions that will help them streamline and advance their automotive retailing operations. Naming Dealertrack as a strategic partner assures California new car dealers that Dealertrack's integrated technology solutions have met the CNCDA's criteria and have proven value in the marketplace.

CNCDA selected Dealertrack because of its ability to continually improve efficiency and productivity in new car dealerships through leading-edge technology. Additionally, the company's commitment to customer service and support was also recognized as a critical component in enhancing the overall customer experience in automotive retailing.

"Choosing Dealertrack Technologies as a strategic partner was an easy decision. Dealers share their vision about how to transform dealer interaction with consumers both online and in the showroom, and we do our best to provide them with a trusted list of resources to help guide their decisions toward the best solution to serve their needs," said Brian Maas, president, California New Car Dealers Association.

"California is a progressive state at the leading edge of technology innovation. It is also an advanced market for automotive dealers where technology innovation is key to driving growth and a richer customer experience," said Raj Sundaram, co-president, Dealertrack. "This partnership with the CNCDA reinforces our focus on delivering innovative technology that transforms both dealers' operational processes and car shoppers' experiences. We are appreciative that they have chosen Dealertrack as a strategic partner, and look forward to helping California automotive dealers grow their businesses."

The Dealertrack solutions and services that will be recommended by the California association include:

- **Compliance Solution** -safeguards against potential loss, protects customer information and helps maintain compliance with federal and state regulations.
- **eMenu** -drives efficiency and profitability by integrating the entire aftermarket product sales and submission process in one easy-to-read menu.
- **Salesmaker** -integrates into dealers' existing sales and F&I workflow, and helps them identify the vehicles that best meet the needs of their customers.
- **Inventory+** -provides dealers with an integrated data-driven inventory management system that delivers desktop to mobile appraisal, pricing, syndication, merchandising, stocking and transportation functionality.
- **CRM** -offers visibility into every level of the dealership's customer relationship management processes through intuitive dashboards that organize customer information and sales progress.
- **Digital Retailing** -improves website lead quality and increases sales by streamlining the vehicle purchase process offer through powerful tools that serve up pricing and payment solutions in line with dealership criteria.

Dealertrack and Automobile Dealer Associations

Dealertrack is an active participant in dealer associations throughout the United States and Canada, including being a regular featured participant at state association conferences and in Twenty-Group sessions.

In addition to CNCDA, Dealertrack solutions and services have been recommended by more than one-third of all dealer associations and organizations across the United States.

About CNCDA

The California New Car Dealers Association is the country's largest state association of franchised new car and truck dealers representing over 1,100 dealer members. CNCDA members are primarily engaged in the retail sale and lease of new vehicles, and also engage in automotive service, repair and part sales.

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 1,500 lenders, Dealertrack Technologies delivers the industry's most comprehensive solution set for automotive retailers, including [Dealer Management](#), [Inventory](#), [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 the Dealertrack's solutions, the benefits of Dealertrack being chosen as a strategic partner by CNCDA , 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 Dealertrack and its solutions, 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 at 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.

TRAK-G

Media:

Dealertrack Technologies
Michael DeMeo, 516-734-3691
michael.demeo@dealertrack.com

Source: Dealertrack Technologies

News Provided by Acquire Media