



January 23, 2014

## Dealertrack's Digital Retailing Solution Exceeds 17 Million Website Payment Views in December

*Dealers Using Dealertrack Digital Retailing Solutions are Achieving Higher Lead-to-Sales Performance by Providing their Customers with a Better Online Experience*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Dealertrack Technologies (Nasdaq: TRAK) today announced that its innovative Digital Retailing Solution has generated more than 17 million monthly payment views on websites<sup>1</sup> in December, 2013.

In addition, the company stated that dealers using Dealertrack's FinanceDriver tool, part of its Digital Retailing Solution, yielded an average lead-to-sales conversion rate of 25 percent, which is significantly higher than the recent industry average for typical website lead-to-sales close rates.

"Dealertrack, along with more than 500 digital retailing dealers, are on the front-end of the innovation curve, where we are improving the overall research and car buying experience for consumers," said Raj Sundaram, executive vice president and group president, Dealer Solutions, Dealertrack. "The recent 17 million views in December is representative of the growing number of consumers looking to complete more of the vehicle buying process online, and Dealertrack is well positioned to support dealerships in their efforts to improve their website experience."

The [Dealertrack Digital Retailing Solution](#) consists of several dealer-controlled website tools designed to leverage digital retailing workflows to drive consumers further into the sales and trade-in processes before they ever walk into a showroom. The Digital Retailing Solution, which includes [SmartFind](#), [PaymentDriver](#), [FinanceDriver](#) and [TradeDriver](#), allows consumers to calculate real payments, apply for financing and retrieve realistic trade-in values directly from a dealer's website.

Using Dealertrack's PaymentDriver tool within the Digital Retailing Website Solution, real finance and lease payment options associated with specific vehicles are presented to consumers. The options, lenders and vehicles are all controlled and pre-determined by the dealership. After a consumer views a payment, they have the option to submit their information, creating a finance lead for the dealership.

Dealertrack will demonstrate new Digital Retailing enhancements to help improve customer presentation and workflow, as well as mobile-enabled digital retailing tools, at the upcoming National Automotive Dealers Association Convention and Expo 2014 (NADA 2014) in New Orleans (Booth #2811).

"Our continued enhancements and improvements to the solution are based on dealers' feedback and experiences. The changes will further help to enable the future of digital retailing, and will result in a higher than the recent industry average for website lead-to-sales close rates for progressive dealers who embrace these tools," said Sundaram.

### **NADA 2014 Show Demonstrations and Promotions**

Dealertrack will be giving away \$100 gift cards for completing pre-scheduled product demonstrations at the show. The company will also give away new iPad Airs for qualifying purchases at the show. Product demonstrations can be scheduled and promotional terms and conditions are available at [www.dealertrack.com/nada](http://www.dealertrack.com/nada), or at the Dealertrack booth (#2811).

### **About Dealertrack Technologies ([www.dealertrack.com](http://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](#), [Interactive](#) 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, including the Digital Retailing Solution, 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 Dealertrack's solutions, including the Digital Retailing Solution, 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, 2012 and our Quarterly Reports on Form 10-Q. These filings can be found on Dealertrack Technologies' 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 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

<sup>1</sup>Payment views generated using Dealertrack's PaymentDriver tool within the Dealertrack Digital Retailing Solution.

**Media:**

Dealertrack Technologies, Inc.  
Kenneth Engberg, 516- 734-3692  
[kenneth.engberg@dealertrack.com](mailto:kenneth.engberg@dealertrack.com)

or

Michael DeMeo, 516-734-3691  
[michael.demeo@dealertrack.com](mailto:michael.demeo@dealertrack.com)

Source: Dealertrack Technologies

News Provided by Acquire Media