

October 14, 2014

## Dealertrack Announces New Reynolds Certified Interface for Dealertrack CRM

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- [Dealertrack Technologies](#) (Nasdaq:TRAK) today announced that the company has received certification from Reynolds and Reynolds for its [Dealertrack CRM](#). The certification for Dealertrack CRM is part of the Reynolds Certified Interface (RCI) Program and applies to the ERA<sup>®</sup> dealership management system (DMS).

The RCI Program provides a standardized approach to handling dealership data from a Reynolds DMS in a safe, secure and verifiable manner, improving the security and supportability of interfaces for both dealerships and third-party vendors. In addition to this new interface, Dealertrack has certified interfaces between Reynolds' ERA DMS and Dealertrack's Credit Application Network, as well as its Inventory Management, eMenu, SalesMaker, DealTransfer and eContracting solutions.

"Dealertrack is committed to supporting dealers' technology needs by enabling secure, real-time and seamless integration between systems running in a dealership and Dealertrack systems and solutions," said Robert Granados, senior vice president and general manager, Inventory and CRM Solutions, Dealertrack. "With this new certification, dealers can confidently and easily exchange information between our CRM and the Reynolds and Reynolds ERA DMS."

### About Dealertrack Technologies ([www.dealertrack.com](http://www.dealertrack.com))

Dealertrack Technologies, headquartered in Lake Success, New York, delivers integrated web-based tools, services and technologies that drive efficiencies and profitability for automotive retailers, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. Currently, Dealertrack hosts more than 60 million unique visitors per month on 20,000 dealer websites, and operates the industry's largest online credit transaction network, connecting more than 20,000 dealers with more than 1,400 lenders. Dealertrack's market-leading suite of integrated solutions include [Dealer Management Systems \(DMS\)](#), [Inventory](#), [Sales and F&I](#), [Digital Marketing](#), [Registration and Titling](#), [CRM](#), [Fixed Operations](#) and [Independent Dealer](#) solutions.

### Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of the new certified interfaces between Dealertrack and Reynolds solutions and 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, including the performance of Dealertrack CRM, 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](http://www.dealertrack.com) and the SEC's website [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.

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