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Kia Motors America Selects Dealertrack's Intelligent Payment Calculator for Kia.com

Dealertrack's PaymentDriver Delivers Vehicle-Specific Payment Options Based on Kia's Interest Rates and Incentives to Kia.com Shoppers

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- To help optimize the online to in-store shopping experience for Kia.com website shoppers, Dealertrack Technologies (Nasdaq:TRAK) today announced that Kia Motors America (KMA) now features Dealertrack's [PaymentDriver](#)[®] on the manufacturer's website - Kia.com.

PaymentDriver is an intelligent first-pencil monthly payment calculator that provides flexible, realistic payment options, and uses advanced technology and functionality to deliver a unique shopping experience for customers.

With PaymentDriver, Kia.com shoppers will be able to explore lease and finance options side-by-side by shopper's zip code. Dealertrack's PaymentDriver delivers options using current Kia incentives and interest rates, as well as determines fair trade-in value for the shopper's current vehicle. In addition, PaymentDriver allows online shoppers to send their selected vehicle and financing options directly to a local Kia dealer and request a follow-up from that dealer.

"Today, consumers are seeking out better information throughout the vehicle purchase process and are using digital resources first to find that information," said Raj Sundaram, group president, Dealer Solutions, Dealertrack. "The use of PaymentDriver will help Kia dealers better capture opportunities, drive deeper digital engagement, and increase lead conversion, while presenting a better overall shopping experience."

"Kia is moving to make the car-buying process a more convenient one using PaymentDriver, which will provide real-time results to each and every customer," said Tim Chaney, vice president of marketing communications, KMA.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia's U.S. manufacturing plant in West Point, Georgia, builds the Optima* and Sorento* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

About Dealertrack Technologies (www.dealertrack.com)

Dealertrack Technologies (Nasdaq:TRAK), 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 Dealertrack 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 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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¹ 2015 K900 V8 available in select trims and in select markets with limited availability.

*** The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

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