

November 26, 2014

Dealertrack Canada Introduces Inventory+

New Integrated Inventory Management Solution Delivers 360⁰ Market Insight and Advanced Mobile, Appraisal and Group Trade Capabilities to Canadian Dealers

MISSISSAUGA, Ontario, Canada--(BUSINESS WIRE)-- Leveraging the best of its data driven inventory management offerings, Dealertrack Canada, part of Dealertrack Technologies (Nasdaq: TRAK), today introduced Inventory+, an advanced inventory management tool with powerful 360⁰ market insight, new mobile capability and workflow accelerating innovations.

Dealertrack Inventory+, which combines the power of its Tradetracker, AAX and eCarList offerings, transforms vehicle and market information into increased trades, optimized turn rates and increased profits-per-day. Delivering robust tools and analytics, Inventory+ covers dealers across the entire lifecycle of the vehicle inventory process, including:

- Appraising
- Stocking and Sourcing
- Pricing
- Marketing and Merchandising
- Reporting
- Mobile Application
- Group Solutions
- Dealer Results Management

"For years, Dealertrack has delivered proven inventory solutions that help dealerships increase the efficiency and profitability of used car operations," said Michael McCarthy, general manager, Dealertrack Canada. "Inventory+ is going to be a game-changer for Canadian dealers. This new inventory management solution brings all the powerful capabilities of our previous offerings together, along with new innovations, to help drive optimal and measureable results for our dealer and dealer group clients."

Inventory+: The Combination of Innovative Workflow and Powerful Analytics

Dealertrack delivers new, improved and powerful workflows and analytics with Inventory+. For example, the cornerstone of the Inventory+ solution is the new Appraisal Workflow functionality. The Appraisal Workflow tool expedites the appraisal process by creating a uniformed and totally integrated workflow process for dealers.

Using a simplified, user-friendly seven-step process, Appraisal Workflow allows dealers to easily capture, input and manage all key information, including legal disclosures, photographs, reconditioning information, ACV Tracker, book-out data and values of vehicles in their inventory. Typically, when it comes to inventory management and reporting, dealers focus on either profits or turns. Inventory+ allows dealers to focus on both profits and turns for positive results. With Dealertrack Inventory+, dealers can create a simple and powerful metric - Profits-Per-DayTM (PPD) - that can help them better manage both turn and gross profits.

Dealertrack will be showcasing Inventory+ at NADA 2015 at Booth 2219S.

[Dealertrack Canada](http://www.dealertrack.com) is headquartered in Mississauga, Ontario, Canada, and has more than 100 team members committed to delivering high value solutions and services to its Canadian clients. This team includes District Managers strategically located across the country to provide direct regional support to our dealer and OEM customers, and a specialized team of Area Managers and Relationship Managers devoted to Dealertrack Inventory and Dealer Management Software.

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 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, including Inventory+, 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 dealer and lender acceptance of Inventory+ and 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. 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.

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