

April 15, 2014

## Dealertrack's Bridget Townsend Named to Auto Remarketing's Women in Remarketing Class of 2014

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- [Dealertrack Technologies](#) (Nasdaq:TRAK) today announced that Bridget Townsend has been recognized as a distinguished woman leader in the remarketing and used-car industry by *Auto Remarketing*.

Bridget Townsend, vice president, Inventory Solutions, Dealertrack, has been selected to be a part of *Auto Remarketing's Women in Remarketing Class of 2014*. Townsend joined Dealertrack in 2009, and currently is a member of the executive leadership team for the Dealertrack Inventory Solution group. She is responsible for growing and innovating the company's inventory offerings, including its inventory management, vehicle shipping and trade operations tools and solutions.

"Bridget has been an invaluable asset to our team as we look to transform automotive retailing," said Robert Granados, vice president and general manager, Inventory Solutions, Dealertrack. "Her technology and industry expertise has allowed us to remain at the forefront of industry innovation, helping drive and bring optimal and measureable results to our dealers."

Earlier this year, Townsend was instrumental in launching [Dealertrack Inventory+](#). Using robust tools and advanced 360° data insight, Inventory+ transforms vehicle and market information into increased trades, optimized turn rates and increased profits-per-day for dealers.

Townsend began her career in automotive retail technology at ChromeData, the leading provider of automotive industry and vehicle data, in 2000. During her time at ChromeData, she led more than 100 technology projects, and was responsible for launching an innovative web service for new car configuration and comparison.

*Auto Remarketing's* annual *Women in Remarketing* program honors a class taking on a wide array of leadership opportunities, whether it's leading through commitment to industry improvement, dedication to business excellence or contributing to the community. Townsend joins 15 industry notables in this year's class of honorees. *Auto Remarketing's Women in Remarketing Class of 2014* will be honored during Used Car Week 2014, November 10-14, at the Red Rock Casino, Resort and Spa in Las Vegas.

### **[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 1,400 lenders, Dealertrack Technologies delivers the industry's most comprehensive solution set for automotive retailers, including [Dealer Management System \(DMS\)](#), [Inventory](#), [Sales and F&I](#), [Digital Marketing](#) and [Registration and Titling](#) solutions.

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Source: Dealertrack Technologies

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