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## **Dealertrack Canada Launches Online Finance Portal for Hyundai Auto Canada Corporation and Hyundai Dealers**

*Dealertrack's New OEM Centric Portal Seamlessly Integrates with Hyundai's Incentive Programs, New Car Inventory, CPO and More, Allowing for Real Time Responses to Market Needs*

MISSISSAUGA, Ontario--(BUSINESS WIRE)-- Helping to streamline the sales and finance data between Hyundai dealers and Hyundai Auto Canada Corp., Dealertrack Canada, part of Dealertrack Technologies (Nasdaq: TRAK), today announced the completion of their launch of an advanced finance portal to all Hyundai automobile dealers in Canada.

The new Hyundai-branded portal, powered by Dealertrack, will be directly integrated into the OEM's systems seamlessly to enable credit application submissions and deliver real-time data updates, including the latest incentives and aftermarket offerings, new inventory and CPO program data to Hyundai dealers who are financing transactions through the Dealertrack Network.

"This new portal will help create greater workflow efficiencies for both Hyundai Auto Canada and its dealers, significantly transforming their businesses and their interactions with their OEM," said Michael McCarthy, general manager, Dealertrack Canada. "We are committed to working with OEMs in Canada to improve their processes to help deliver bottom-line results to both the OEM and their dealerships."

Currently, [Hyundai Auto Canada](#), which recently celebrated its 30<sup>th</sup> anniversary, has 210 dealerships throughout the country. "Hyundai and Hyundai dealers continue to embrace new technologies, systems and processes to improve the way we do business," said Don Romano, chief operating officer, Hyundai Auto Canada Corp. "The new Hyundai Dealer Portal will allow us to improve communication and information sharing with our dealers, helping us make better decisions as we grow and manage our business."

[Dealertrack Canada](#) 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](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](#), [Digital Marketing](#) and [Registration and Titling](#) solutions.

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

Statements in this press release regarding the benefits of the Dealertrack Network 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 the Dealertrack Network 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](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.

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