

May 13, 2014

## Dealertrack Wholesale Inventory Specialist Presents at the Automotive Sales Management Super Conference in Dallas

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- This week Wholesale Inventory Specialist Michael Waterman at [Dealertrack Technologies](http://DealertrackTechnologies.com) (Nasdaq: TRAK) will be a featured speaker at the Automotive Sales Management Super Conference in Dallas.

On Wednesday, May 14, at 11:15 a.m. CT, Michael Waterman, vice president, Inventory Solutions for Dealertrack will lead a candid and interactive discussion on wholesale profits. During Waterman's session - "*Wholesale Profits is Your Competitive Edge*" - attendees will learn industry best practices in wholesale acquisition, disposition, reporting and management. In addition, he will share a number of valuable insights, including:

- How to minimize exposure to wholesale loss
- Increasing unique buyers of your wholesale inventory
- Expanding your used car inventory without incurring buy fees

"Before ever jumping into the vehicle wholesale market, dealers need to thoroughly understand their dealership's ability to sell particular vehicles, the local market's interest in and need for specific vehicles and the dealership's plan for acquiring and selling the most sought-after and profitable vehicles," said Waterman. "Using proven acquisition, disposition, reporting and management strategies and techniques, dealers can transform their wholesale businesses to deliver consistent, long-term bottom-line results."

For additional information about the Automotive Sales Super Conference in Dallas, visit [www.zieglersuperconference.com](http://www.zieglersuperconference.com).

### **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 Dealertrack's 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, the performance of Dealertrack's third-party partners, 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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