

May 6, 2014

Dealertrack's Digital Retailing Expert Takes the Stage at This Week's Digital Dealer Conference

Dealertrack's Ali Mendiola Shows How to Stop Generating Just Website Leads and Start Generating Deals in a Workshop on Wednesday, May 7th, in Atlantic City

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- At the 16th Digital Dealer Conference & Exposition this week in Atlantic City, New Jersey, Ali Mendiola of [Dealertrack Technologies](http://www.dealertrack.com) (Nasdaq: TRAK) will host a workshop on how top automotive dealers are generating and closing premium finance-ready and trade-in deals from their websites.

On Wednesday, May 7, at 8:30 a.m. ET, Mendiola's workshop, titled "Stop Generating Website Leads. Start Generating Deals.", will be covering:

- The latest automotive consumer shopping trends and how dealers can quickly adapt.
- How to drive serious online shoppers to the showroom faster with a proven strategy for generating finance-ready and trade-in deals from a dealership's website.
- How to control the information shared on a dealership's website while engaging buyers with a world class and flexible shopping experience.
- How to save valuable time by pre-selling shoppers online and closing them in the showroom.

"Increasingly, dealers are using digital retailing strategies and tools to unify their online and in-store shopping experience and generate more sales," said Mendiola, manager of Digital Retailing Business Development for Dealertrack. "Using the right combination of digital retailing tools, leading dealers are transforming the online to in-store hand-off to capture and close more finance-ready and trade-in deals than ever before for their dealerships."

In addition to the workshop, Dealertrack will be demonstrating its comprehensive set of automotive retail solutions for dealers, lenders and OEMs, including its digital retailing and Dealer.com offerings, throughout the Digital Dealer Conference at Booth #513.

For additional information about the 16th Digital Dealer Conference & Exposition and Ali Mendiola's workshop, visit www.digitaldealerconference.com.

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.

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 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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