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Dealertrack Receives Several AWA Honors for Excellence in Automotive Digital Marketing at NADA 2015

PCG Consulting Group Recognizes Dealertrack for Pinnacle Platform - Websites, CRM Innovation, Excellence in User Experience, and Mobile Application

SAN FRANCISCO--(BUSINESS WIRE)-- Dealertrack Technologies (Nasdaq:TRAK) received four Automotive Website Awards across a diverse range of categories from the PCG Consulting Group at the 2015 National Automotive Dealers Association (NADA 2015) Convention & Exposition in San Francisco. The Automotive Website Awards honor the best in the automotive digital marketing industry for the year.

"The convergence of the online and in-store car buying experience has become a top priority for today's progressive dealers, and technologies like those we received recognition for from PCG are the drivers of that transformation," said Raj Sundaram, co-president, Dealertrack. "Connected solutions have moved from 'nice to have' to 'must have' for dealers in the coming years. Technology is not only the answer but it is a business imperative for dealers seeking to create an engaging consumer experience and achieve maximum efficiency and performance."

Dealertrack received awards in the following categories:

- **Pinnacle Platform, Websites:** [Dealer.com](#)'s Seamless Websites ensure an optimal experience from every device - desktop, mobile and tablet - resulting in intuitive efficiency, complete brand continuity and greater engagement and conversion potential.
- **CRM Innovation:** Dealertrack CRM based on the [Dealer.com](#) platform offers visibility into every level of the dealership through intuitive dashboards that organize customer information. It offers insights into how dealers are doing in real time, from daily appointments and tasks to CRM database upkeep, helping managers expedite better performance.
- **Excellence in User Experience:** The way consumers spend their time digitally and the experience they expect is rapidly changing. [Dealer.com](#) digital marketing empowers dealers to successfully attract, engage, and convert online car shoppers through integrated technologies such as digital inventory marketing, digital retailing websites, multi-channel advertising, and strategic services.
- **Mobile Application:** Dealertrack's latest mobile applications are designed to help automotive dealers plug into the shoppers' online journey, creating fluidity and consistency throughout the entire shopping process. eMenu for iPad helps dealers drive efficiency and profitability by integrating the entire aftermarket product sales and submission process in one easy-to-read menu.

Started in 2008, the Automotive Website Awards recognize the best vendors in automotive digital marketing and are a benchmark in the industry for innovative products in technology, design, search marketing and social media. For more information about the 2015 Automotive Website Awards winners, visit <http://automotivewebsiteawards.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, vehicle manufacturers, 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, 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 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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