

June 29, 2015

## Dealertrack Honored with Eight Dealers' Choice Awards from Auto Dealer Monthly Magazine

*Dealers Recognize Dealertrack's Commitment to Quality and Transformative Automotive Retail Solutions*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Dealertrack Technologies (Nasdaq:TRAK) was honored with eight 2015 Dealers' Choice Awards from *Auto Dealer Monthly Magazine*. The Dealers' Choice Awards are voted on exclusively by dealers and dealership personnel, and recognize the industry's best product and service providers.

This year's awards program featured 29 distinctive categories including: product or service itself, customer support and service, value, and whether dealers would recommend the company to another dealer. To qualify for an award, a company must be among those that scored above the group average score in each category.

Dealertrack received awards in the following categories:

- **Inventory Management** - Diamond Award
- **DMS** - Diamond Award
- **F&I Desking Software** - Gold Award
- **Website** - Diamond Award for [Dealer.com](http://Dealer.com), a Dealertrack solution
- **Internet Training** - Diamond Award for [Dealer.com](http://Dealer.com)
- **Digital Marketing** - Platinum Award for [Dealer.com](http://Dealer.com)
- **New-Vehicle Leads** - Platinum Award for [Dealer.com](http://Dealer.com)
- **Mobile Media** - Platinum Award for [Dealer.com](http://Dealer.com)

"We're proud to be at the leading-edge of an industry where technology plays such a critical role in helping dealers transform their businesses," said Raj Sundaram, co-president, Dealertrack. "We are honored to be recognized by the dealer community for these awards; there is no better testament to the value of our solutions and service."

Dealertrack will receive its *Auto Dealer Monthly* Dealers' Choice Awards in a ceremony on September 10, 2015, at the Industry Summit in Las Vegas. For more information about the awards, please see the July issue of *Auto Dealer Monthly Magazine*.

### 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, 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, 2014 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 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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