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## Dealertrack's Ali Mendiola to Host Digital Retailing Workshops at NADA 2014

*Workshops to Show How Advanced Digital Retailing Strategies Help Leading Dealers Capitalize on Today's Evolving Consumer Shopping Behaviors*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- At the upcoming National Automotive Dealers Association Convention and Expo 2014 (NADA 2014) in New Orleans, Ali Mendiola of Dealertrack Technologies (Nasdaq: TRAK) will be a featured workshop speaker. She will conduct three workshop sessions on how today's progressive dealers are leveraging digital retailing workflows to drive consumers further into the sales and trade-in processes before they ever walk into a showroom.

The workshop, entitled "*Digital Retailing Secrets of the Top One Percent*," will take place in the New Orleans Ernest N. Morial Convention Center at the following times and locations:

- **Friday, January 24; 2:00 - 3:15 p.m. (Room 356-357)**
- **Saturday, January 25; 10:30 - 11:45 a.m. (Room 220-222)**
- **Sunday, January 26; 3:30 - 4:45 p.m. (Room 356-357)**

"Today's top dealers are embracing digital retailing tools to move their website past basic lead generation into profitable website deal generation centers," said Mendiola. "Digital retailing tools are proving to be an invaluable asset on a dealer's website, helping create a more seamless on-line to in-store sales process. We have found that our dealers who utilize digital retailing tools are achieving close rates of up to 26 percent from deals that originated on their dealership website, which is significantly higher than the recent industry average for typical website lead-to-sales close rates."

Mendiola manages business development for Dealertrack's Digital Retailing Solutions, which provides consumer facing solutions to automotive retailers, with the goal of improving the online sales process and delivering finance-ready deals to dealers. She has worked with numerous state associations, dealer groups and 20 Groups to educate them on current and future automotive shopping habits and how technological advances, such as digital retailing, can allow them to dramatically increase sales and profitability.

Dealertrack will be showcasing its comprehensive set of automotive retail solutions for dealers, lenders and OEMs, including its digital retailing solutions, throughout NADA at Booth #2811 in New Orleans.

### **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](#), [Interactive](#) 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, 2012 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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