

September 22, 2014

## Dealertrack Hosts Digital Retailing Workshop at Digital Dealer Conference This Week

*Uniting the Virtual and In-Store Sales Process is the Focus of the Workshop Hosted by Dealertrack's Ali Mendiola on Thursday, September 25<sup>th</sup>, in Las Vegas*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- This week, at the 17<sup>th</sup> Digital Dealer Conference & Exposition in Las Vegas, Ali Mendiola of [Dealertrack Technologies](http://www.dealertrack.com) (Nasdaq:TRAK) will host a workshop on how automotive retailers can build a unified and consistent online to in-store shopping experience that delivers bottom-line results.

On Thursday, September 25, at 11:00 a.m. PT, her workshop, titled "*Unite Your Virtual and In-Store Sales Process*," will cover:

- Best practices for creating a unified online to in-store experience for consumers.
- Ways to offer consumers a consistent presentation of inventory, pricing, financing and insurance options via a dealership's website and in the showroom.
- How to move past basic lead generation and drive serious finance-ready and trade-in-ready shoppers from a dealer's website to their showroom.

"Now more than ever, it is imperative for dealers to offer the automotive shopper an engaging and streamlined path that moves the consumer from the website into the showroom," said Ali Mendiola, senior manager of Digital Retailing Business Development for Dealertrack. "Today's savvy shoppers expect to not only conduct research online, but they are looking to begin the purchasing process online as well."

According to Mendiola, "Progressive dealers are meeting consumers' needs by adding Digital Retailing tools to their website. These tools help drive consumers through the critical shopping steps, and move them further down the purchase funnel, directly into the store."

Dealertrack will also be demonstrating its comprehensive suite of integrated automotive retail solutions for dealers, lenders and OEMs, including its [Digital Retailing](#) offerings, throughout the Digital Dealer Conference at Booth #304 at the Mirage Hotel in Las Vegas.

### **About Dealertrack Technologies ([www.dealertrack.com](http://www.dealertrack.com))**

Dealertrack Technologies, headquartered in Lake Success, New York, delivers integrated web-based tools, services and technologies that drive efficiencies and profitability for automotive retailers, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. Currently, Dealertrack hosts more than 60 million unique visitors per month on 20,000 dealer websites, and operates the industry's largest online credit transaction network, connecting more than 20,000 dealers with more than 1,400 lenders. Dealertrack's market-leading suite of integrated solutions include [Dealer Management Systems \(DMS\)](#), [Inventory](#), [Sales and F&I](#), [Digital Marketing](#), [Registration and Titling](#), [CRM](#), [Fixed Operations](#) and [Independent Dealer](#) solutions.

### **Safe Harbor for Forward-Looking and Cautionary Statements**

Statements in this press release regarding the benefits of Dealertrack 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 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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