

April 8, 2015

## Dealertrack Enhances its CentralDispatch Solution with Advanced Carrier Capabilities

*Dealertrack's CentralDispatch Now Features Route Search, Invoicing, Preferred Shipper Capabilities and Document Storage to Help Carriers Run Full, More Often*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Dealertrack Technologies (Nasdaq: TRAK) today introduced enhancements to its CentralDispatch<sup>®</sup> offering to improve shipping efficiencies and help generate more profitable loads for its carrier customers. CentralDispatch is the largest web-based transportation marketplace connecting automotive dealers and transport brokers with more than 7,900 vehicle carriers nationwide.

The new functionality provides a number of carrier-specific capabilities, including:

- **Multipoint Route Search and Mapping**, which uses a powerful new search algorithm to help locate extra loads along a chosen route, giving carriers the opportunity to earn more cash on each haul;
- **Preferred Shipper**, allowing carriers to designate preferred partners to work with, while filtering out non-favorable partners for specific jobs;
- **Document Storage**, enabling carriers to store and share pertinent files associated with a dispatched vehicle order, such as contracts and vehicle documents, from a single platform or job folder; and
- **Carrier Invoicing**, which allows carrier subscribers to quickly send an invoice to their customers directly from the Central Dispatch platform to accelerate payment and save time with routine billing tasks.

"Our focus is to use advanced technology to offer the most efficient vehicle transport system possible for carriers nationwide," said Robert Granados, senior vice president and general manager, Inventory, Dealertrack. "This new functionality to CentralDispatch can have a direct positive impact on a carrier's bottom-line, while helping to improve their overall operations. When carriers have more visibility into available loads along their routes, they can maximize loads with more frequency, leading to greater revenue."

CentralDispatch customers will be able to access the new carrier functionality directly from their CentralDispatch dashboard. For more information about the new carrier services, click [here](#).

### 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 1,500 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, 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 [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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