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## Dealertrack Hosts Interactive Digital Buying Workshop at Digital Dealer Conference in October

*Dealertrack's Ali Mendiola to Present How to Better Connect with Today's Tech-Savvy Customers through an Interactive Digital Car Shopping Experience*

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- During the 19<sup>th</sup> Digital Dealer Conference in Las Vegas next month, Ali Mendiola of Dealertrack (Nasdaq: TRAK) will host a session on how dealers can increase customer satisfaction, sales and profits through the use of a comprehensive, interactive digital buying experience.

Her session, titled "*Increase CSI, Sales and Gross by Catering to Consumers with an Interactive Digital Buying Experience*," takes place on Tuesday, October 6<sup>th</sup>, at 3:30 p.m., and will cover:

- Practical insights into how digitally savvy car buyers are shopping and their online and in-store expectations.
- How successful automotive retailers are using technology-based, consumer-centric business models for dealership success.
- Setting benchmarks for success, including time spent on deals, improved CSI scores, and increased gross profits and close rates.

"Technological advances are causing buyers to seek out faster, low-pressure shopping experiences, and now is the time for dealers to improve the car buyer's digital shopping experience, or be left behind," said Ali Mendiola, senior manager, Business Development, Dealertrack. "During this Digital Dealer Conference session, we will show attendees how forward-looking dealers are catering to today's connected consumer by implementing digital retailing tools, tablet-based approaches to in-store menu selling and eContracting for dramatic bottom-line results."

For additional information on the 19<sup>th</sup> Digital Dealer Conference on October 5-7, 2015, at the Paris Las Vegas Hotel and Convention Center, visit [www.digitaldealer.com](http://www.digitaldealer.com).

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

Dealertrack Technologies (Nasdaq: TRAK), 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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