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Dealertrack Partners with DealerCorp to Expand Sales and F&I Solution Suite

*New Dealertrack Desking Tool Powered by DealerCorp
Now Available to Canadian Dealers*

Mississauga, Canada, March 28, 2016 – Dealertrack Technologies today announced that they have entered into an exclusive partnership with DealerCorp to expand Dealertrack’s F&I solution suite in Canada with the addition of a robust desking solution powered by DealerCorp’s intuitive technology.

The combination of the reach and depth of Dealertrack’s credit application network and DealerCorp’s desking technology will help connect the showroom to the business office through a seamless and integrated workflow.

Driven by technology and backed by the companies’ expert understanding of dealer workflow and processes, this comprehensive retail management solution offers a number of benefits including:

- Robust functionality to enable dealers to collaboratively work with customers in real-time to structure deals and payment options.
- Customized, professional F&I presentation tools that gain customer confidence and satisfaction through transparency.
- Complete, intuitive process to streamline workflow.

“The car shopping experience continues to be the key to closing deals and creating a satisfying customer experience,” said Mark O’Brien, senior director, Dealer Solutions, Canada, Dealertrack. “Working on the structure of a car purchase, including financing while the customer is in the store, can be the difference between making the sale or having the shopper walk out the door. This tool will help to enrich the buying experience for the customer by providing a greater level of transparency and professionalism during the process.”

According to Gordon Leach, chief executive officer, DealerCorp, “The partnership with Dealertrack was exactly what we were looking for. Not only are we thrilled to get this



exciting product to market with such a dynamic company, but more importantly we are combining the unique technologies of both organizations. This new partnership will develop innovations that we believe will take the automotive retail experience to the next level,” Leach added.

Available beginning April 1, Canadian dealers will be able to view demonstrations of our new deskting solution at the Dealertrack booth at the National Automotive Dealers Association Convention & Exposition (NADA 2016), March 31-April 3, 2016, in Las Vegas (Booth #1124C). [Please visit us online](#) to schedule a demonstration and learn more about this innovative solution.

About Dealertrack (www.dealertrack.com)

Dealertrack, a Cox Automotive brand, delivers integrated digital solutions designed to enhance the efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, vehicle manufacturers, third-party retailers, agents and aftermarket providers. Dealertrack Canada, a subsidiary of Dealertrack, delivers a comprehensive set of solutions, including Sales and F&I products; market data for dealers, lenders and OEMs; and digital document services.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader[®], Dealer.com[®], Dealertrack[®], Kelley Blue Book[®], Manheim[®], NextGear Capital[®], vAuto[®], Xtime[®] and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises’ other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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