

**FOR IMMEDIATE RELEASE**

**vAuto Launches *RealDeal*,<sup>SM</sup> the Automotive Industry's  
First and Only Price Validation and Delivery System**

**ORLANDO, FL (February 12, 2010)** – Automotive dealers can now prove that they have fair prices on their used vehicles with the release of RealDeal,<sup>SM</sup> “The Pre-Owned Price Check,” an innovative price validation and delivery system powered by vAuto.

vAuto’s RealDeal system provides dealership personnel with the technology to quote prices and offer detailed documentation on the prices and attributes of identically equipped competing vehicles. Providing proof of a fair price will help to minimize or eliminate negotiation while increasing margins, closing more deals and improving overall customer satisfaction. With RealDeal, dealers can market themselves in the showroom, on the phone, and over the Internet as being fair price - or even as price leaders - and effectively defend their assertions.

“Documentation is the new negotiation when it comes to used car sales,” said Dale Pollak, vAuto’s chairman and founder. “RealDeal gives dealers a powerful way to prove their pricing to shoppers, and when shoppers feel confident with their price, more deals are closed. It is an innovation that will profoundly change the way used vehicles are sold across the country.”

RealDeal is available to dealers that utilize vAuto’s industry-leading Live Market suite of tools, including the Stocking, Appraising, Pricing and Merchandising modules. The RealDeal system allows dealers to select the appropriate criteria for performing price checks including geographical distance, make, model, color, mileage, specific equipment, and trim. Dealers can then offer

RealDeal to customers in several ways, including guided web tutorials, printable reports, and in online advertising.

“RealDeal offers great value for every potential customer who walks, calls, or e-mails into our dealership.” said Bill Pearson of Finish Line Ford. “The service brings a new level of transparency to our competitive pricing and offers us multiple ways to communicate and defend the great prices on all our cars.”

Shown for the first time at the National Automobile Dealers Association (NADA) Convention and Exposition at the Orange County Convention Center, Orlando FL (Feb. 13-15), vAuto has also launched [www.realdeal.com](http://www.realdeal.com) to provide more information about RealDeal.

Headquartered in the Chicago suburb of Oak Brook, IL., vAuto also maintains a research and development center in Austin, Texas. The company’s “Live Market View” technology currently allows more than 2,500 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto’s database.

The nation’s five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was recently ranked number 22 in *Inc. Magazine’s* 2009 annual ranking of the fastest-growing, privately held companies in America. The company’s chairman and founder, Dale Pollak, maintains a blog for the discussion of used-car trends at [www.dalepollak.com](http://www.dalepollak.com). More information on vAuto is available at [www.vAuto.com](http://www.vAuto.com).

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