

## **Dealer Specialties and vAuto to Provide Real-Time Inventory Services**

(OCT.20, CINNCINATI, OH) – Dealer Specialties, a division of Dominion Dealer Solutions and the nation’s largest provider of comprehensive inventory management solutions, websites and marketing tools, announces the development of a new integration application (API) that provides real-time updates of all pricing and vehicle comment changes through vAuto.

Dealer Specialties, known in the industry as the leading provider of real-time inventory updates, now incorporates real-time inventory updates with vAuto. Customers can now make pricing and seller comments within vAuto and have these changes updated instantly inside their Dealer Specialties inventory management tool. For customers with vAuto and an integrated Dealer Specialties IVM and website product, this enhancement is significant, as it reduces the time to reflect vehicle price and comment updates online from hours to mere seconds.

The vAuto system is a suite of solutions that provides the auto industry’s only “live, real time” analysis of used vehicle markets, with up-to-the-minute information about used vehicle supply, demand and pricing tailored to specific dealership market areas. vAuto utilizes its Live Market Pricing, Appraising, Stocking, Merchandising and Publishing modules to provide proven, highly effective solutions required for successful used vehicle inventory management.

“We are always looking for increased functionality that will simplify inventory management processes and result in a quicker time to market for used vehicles,” said Keith Jezek, vAuto’s President and CEO. “Dealer Specialties’ web distribution enhancement will allow our dealers to have their pricing decisions implemented instantaneously, offering them a real-time competitive advantage.”

“Price changes are critical in today’s fast-paced internet retail environment. Dealers who invest in pricing analytics tools have their finger on the pulse of the market. This real-time integration allows them to have their changes reflected in an increasingly time-sensitive industry. Our ability to leverage real-time inventory updates with vAuto dramatically empowers those customers that use both products,” said Glen Garvin, group general manager for Dominion Dealer Solutions.

For more information about Dealer Specialties’ simple, powerful solutions and how these tools and industry consultants can benefit dealerships, visit [www.dealerspecialties.com](http://www.dealerspecialties.com).

### **About Dealer Specialties**

Dealer Specialties, a division of Dominion Dealer Solutions, is the nation's leading provider of a comprehensive suite of inventory management solutions, dealer websites and internet marketing. Providing full-serve and self-serve solutions to dealers’ growing and changing business needs, Dealer Specialties provides real-time inventory updates, and inventory marketing on the industry's largest online distribution network, including

GetAuto.com, Cars.com, eBay Motors, Craigslist, Vast.com, Google, YouTube and many others.

Dealerships across the country choose Dealer Specialties as their inventory management and marketing solutions provider to ensure the highest quality, accuracy and timeliness of their vehicle inventory from lot to online. For more information, visit [www.dealerspecialties.com](http://www.dealerspecialties.com).

#### **About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Learn more at <http://www.DominionDealerSolutions.com>. Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. Please see <http://www.DominionEnterprises.com>

#### **About vAuto, Inc.**

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto's innovative "Live Market View" technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,000 dealerships across the country use vAuto's pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto's Founder and Chairman, is the author of two books featuring best practices and strategies for the used car department, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels & Profitability*. Additional information about vAuto is available at [www.vauto.com](http://www.vauto.com).