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**DEALERTRACK ACHIEVES BIG GAINS IN NADA DMS
CUSTOMER SATISFACTION SURVEY**

Satisfaction with DealerTrack DMS Up Significantly, Well Above Industry Average

Zero Percent of DealerTrack DMS Dealers Surveyed 'Plan to Switch'

Lake Success, NY, October 28, 2009 — DealerTrack Systems, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK), a leading provider of on-demand software and data solutions for the U.S. automotive retail industry, today announced that the [DealerTrack Dealer Management System](#) (DMS) achieved significant gains in the National Automobile Dealers Association's 2009 Bi-Annual Survey of Dealership Satisfaction with Dealer System Providers' Products and Services.

The NADA telephone survey, conducted in May and June of this year, generated responses from 984 dealership employees. The key results include:

- Overall satisfaction (“very” or “somewhat” satisfied) with the DealerTrack DMS was 82%, up significantly from 74% in the 2007 survey. It was also well above the industry average of 72%, which was down seven percentage points from 79% two years ago.
- Among dealers/general managers who use the DealerTrack DMS, none said they plan to switch DMS providers when their contract is up, compared with 5% two years ago. The average “plan to switch” score for the industry was 19% this year, down from 25% in 2007.
- 61% of the DealerTrack customers said they would be “very likely to recommend” the DealerTrack DMS to another dealership, up from 59% two years ago. For the industry as a whole, the average response was 53%, down from 55% in 2007. A total of 89% of DealerTrack customers are either “very” or “somewhat” likely to recommend the DealerTrack DMS.

“We are very excited to receive this positive feedback, and appreciate the time our customers took to participate in this prestigious survey,” said Mark O’Neil, chairman and chief executive officer of DealerTrack. “While we’re pleased to score above the mean on all the key questions, we would also note that the survey has clearly identified a number of areas where we can focus our efforts to improve even more.”

About DealerTrack (www.dealertrack.com)

DealerTrack’s intuitive and high-value software solutions enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, OEMs, agents and aftermarket providers. Our solution set for dealers is the industry’s most comprehensive. DealerTrack operates the industry’s largest online credit application network, connecting approximately 18,000 dealers with over 750 financing sources. Our Dealer Management System (DMS) provides dealers with easy-to-use tools with real-time data access that will streamline any automotive business. With DealerTrack Inventory Optimization, dealers get better data along with the tools to make smarter, more profitable inventory decisions. Our Sales and F&I solution enables dealers to streamline the entire sales process, quickly structuring all types of deals from a single integrated platform. DealerTrack’s Compliance solution helps dealers meet legal and regulatory requirements and protect their hard-earned assets. DealerTrack’s family of companies also includes data and consulting services providers, ALG (Automotive Lease Guide) and Chrome Systems. For more information, visit www.dealertrack.com.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding customer satisfaction with the DealerTrack DMS 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 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 changes in level of dealer satisfaction 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 ended December 31, 2008. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack 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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