



Capture trades and win sales wherever you are with the industry's first mobile app that goes beyond the wholesale books.

With the award-winning TrueTarget™ mobile app from Dealertrack Inventory you'll be able to access real-time retail and wholesale data from the industry's most trusted vehicle valuation sources from your iPhone®, Android™ or desktop. TrueTarget Mobile™ combines current retail data from AutoTrader.com, Cars.com™ and eBay Motors® for immediate insight into current market metrics. Add powerful industry data from Manheim MMR, NADA, Black Book®, Kelley Blue Book®, AuctionNet, Galves, AutoCheck, and CARFAX® to complete the picture and turn your vehicles faster with more profitability than ever before.

On the go or in the office TrueTarget™ from Dealertrack Inventory is the most dependable way to appraise and price your vehicles for higher profits per day.

Features and Benefits:

- TrueTarget Mobile offers one of the fastest ways to gain year, make, model and trim info that can be converted into an accurate appraisal in seconds.
- Automatic polling from major DMS systems and third-party sources.
- Use your phone's camera as a barcode scanner for instant, keyless decoding of VINs.
- Powerful metrics like Market Days Supply, Price Variation with option filtering for the most accurate data available.



888.518.5513

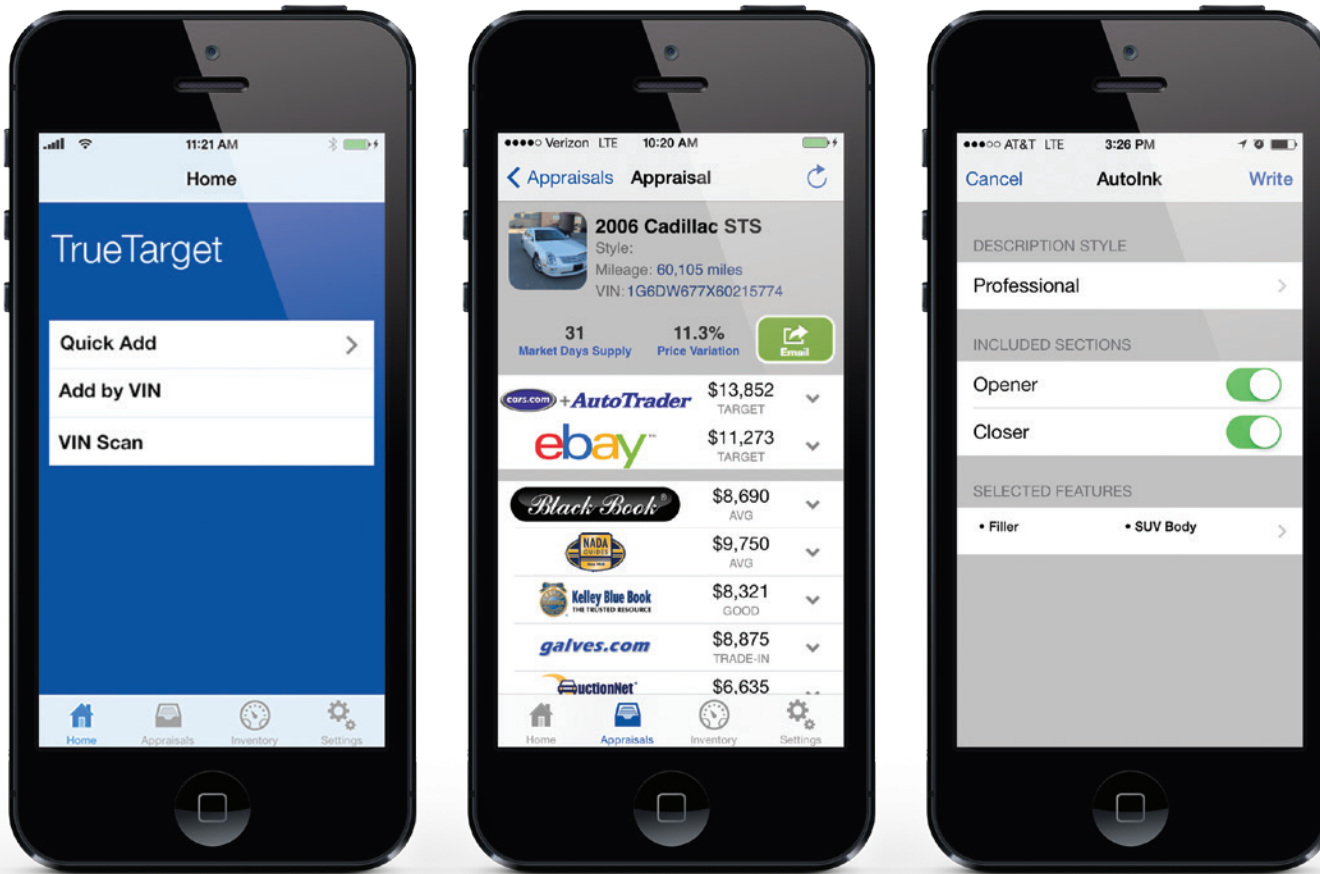
Learn more about TrueTarget Mobile.

dealertrack.com/inventory

dealertrack technologies™



Inventory Solutions TrueTarget Mobile



Features and Benefits:

- Use your phone's camera as a barcode scanner for instant, keyless decoding of VINs.
- Bidding over the phone? TrueTarget Mobile offers one of the fastest ways to gain year, make, model and trim info that can be converted into an accurate appraisal in seconds.
- Target Pricing, Market Days Supply, Price Variance, Option Filtering, and real-time view of competing vehicles and dealerships helps you learn the TrueTarget potential of the vehicle.
- Update pricing, monitor competitors, view competitive landscape and more. Take photos for appraisals and for your dealership's inventory, add options and factory colors. Upload to your website, managing everything from one device.
- Data is king. The TrueTarget Mobile App is packed with more data than any other app available. Need all the books? You can simply add what you need.

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Learn more about TrueTarget Mobile.

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