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**DEALERTRACK CANADA ENTERS STRATEGIC RELATIONSHIP WITH KIA
CANADA**

***Transactional, Non-Personal Data to Help Kia Make Informed Pricing and Other
Marketplace Decisions***

TORONTO, January 24, 2011 -- DealerTrack Canada, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq:TRAK), a leading provider of on-demand software and data solutions for the automotive retail industry, today announced that it has entered into a strategic partnership to provide Market Data to Kia Canada, Inc. DealerTrack Canada's Market Data product provides transactional, non-personal data to allow the carmaker to analyze past and current transactions so it can make more informed pricing and other marketplace decisions.

This real-time information is generated from DealerTrack's financing platform, which currently facilitates financing of most of Kia Canada's vehicle sales. Kia will use the data to analyze the overall competitive landscape, including the impact of incentive and subvention spending down to the regional level.

"We are delighted to have Kia Canada as a significant and important partner and the first OEM in Canada to utilize our data services," said Michael Collins, vice president and general manager of DealerTrack Canada, Inc. "We believe that the Market Data services available from DealerTrack will help Kia get the right product to the right consumer and drive both top- and bottom-line growth. Kia and other Canadian OEMs now have the opportunity to use Market Data to more effectively target their vehicle content, pricing and promotions, thereby increasing sales and optimizing profitability."

"More than ever before, it is critical to understand our customer's requirements," said Mark McCash, National Marketing Manager, Kia Canada, Inc. "Market Data is able to provide us a high level of detail allowing us to engage in more efficient resource utilization and allocation."

About DealerTrack Canada, Inc. (www.dealertrack.ca)

DealerTrack Canada, Inc., a subsidiary of DealerTrack Holdings, Inc., is the leading provider of on-demand credit application processing solutions in Canada. The DealerTrack Canada Network connects more than 6,000 Canadian automobile, marine recreational vehicle, motorcycle, and power sport dealers to all major Canadian financial institutions and more than 50 Credit Unions and strategic industry partners. DealerTrack Canada's solution offerings include the Company's web-powered Dealer Management System (DMS); DealerTrack AAX, a comprehensive inventory management solution; and TradeTracker, an online trade appraisal management tool. The family of DealerTrack Canada solutions allows Canadian dealers to streamline their business operations and processes, work more efficiently and reduce costs, while increasing their business' return-on-investment.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of DealerTrack's Market Data services 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 the adoption by dealers and lenders of DealerTrack's solutions, the adoption by OEMs of DealerTrack's Market Data services, the performance by DealerTrack's third party partners 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, 2009. 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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