

Dealertrack Technologies, Inc  
Form SC TO-T/A  
August 20, 2015

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

**Schedule TO**  
**Tender Offer Statement Under Section 14(d)(1) or 13(e)(1)**  
**of the Securities Exchange Act of 1934**  
**(Amendment No. 5)**

**DEALERTRACK TECHNOLOGIES, INC.**

**(Name of Subject Company)**

**RUNWAY ACQUISITION CO.**

**(Offeror)**

**A WHOLLY OWNED DIRECT SUBSIDIARY OF**

**COX AUTOMOTIVE, INC.**

**(Parent of Offeror)**

**(Names of Filing Persons)**

**Common Stock, \$0.01 Par Value**

**(Title of Class of Securities)**

**242309102**

**(CUSIP Number of Class of Securities)**

**Peter C. Cassat, Esq.**

**Cox Automotive, Inc.**

**6205 Peachtree Dunwoody Road**

**Atlanta, Georgia 30328**

**Telephone: (404) 568-8000**

**Facsimile: (404) 568-7412**

**(Name, address and telephone number of person authorized to receive notices and communications on behalf of filing persons)**

*with a copy to:*

**David C. Karp**

**Wachtell, Lipton, Rosen & Katz**

**51 West 52<sup>nd</sup> Street**

**New York, New York 10023**

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**CALCULATION OF FILING FEE**

**Transaction Valuation\***  
**\$3,726,812,389**

**Amount of Filing Fee\*\***  
**\$433,055.60**

\* Estimated for purposes of calculating the filing fee only. The transaction valuation was calculated by adding the sum of (i) 54,859,720 shares of common stock, par value \$0.01 per share (the Shares), of Dealertrack Technologies, Inc. ( Dealertrack ) outstanding multiplied by the offer price of \$63.25 per share; (ii) 2,649,565 Shares issuable pursuant to outstanding options with an exercise price less than the offer price of \$63.25 per share, multiplied by the offer price of \$63.25 per share minus the exercise price for each such option; (iii) 1,039,435 Shares reserved for issuance upon settlement of outstanding Company restricted share unit awards multiplied by the offer price of \$63.25 per Share; (iv) 303,118 Shares reserved for issuance upon settlement of outstanding Company performance share unit awards multiplied by the offer price of \$63.25 per Share; and (v) 70,097 Shares reserved for issuance upon settlement of outstanding Company deferred share unit awards multiplied by the offer price of \$63.25 per Share. The calculation of the filing fee is based on information provided by Dealertrack as of June 23, 2015.

\*\* The filing fee was calculated in accordance with Rule 0-11 under the Securities Exchange Act of 1934, as amended, and Fee Rate Advisory No. 1 for Fiscal Year 2015, issued August 29, 2014, by multiplying the transaction valuation by 0.0001162.

x Check the box if any part of the fee is offset as provided by Rule 0-11(a)(2) and identify the filing with which the offsetting fee was previously paid. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid: \$433,055.60  
Form of Registration No.: Schedule TO

Filing Party: Cox Automotive, Inc.  
Date Filed: June 19, 2015

.. Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer.

Check the appropriate boxes below to designate any transactions to which the statement relates:

x third-party tender offer subject to Rule 14d-1

.. issuer tender offer subject to Rule 13e-4

.. going-private transaction subject to Rule 13e-3

“ amendment to Schedule 13D under Rule 13d-2

Check the following box if the filing is a final amendment reporting the results of the tender offer: ”

This Amendment No. 5 (this Amendment ) amends and supplements the Tender Offer Statement on Schedule TO, originally filed with the Securities and Exchange Commission on June 26, 2014 (together with any subsequent amendments and supplements thereto, the Schedule TO ), which relates to the offer by Runway Acquisition Co., a Delaware corporation (which we refer to as Purchaser ) and a wholly owned direct subsidiary of Cox Automotive, Inc., a Delaware corporation (which we refer to as Parent ), to purchase for cash all of the outstanding shares of common stock, par value \$0.01 per share (the Shares ), of Dealertrack Technologies, Inc., a Delaware corporation (which we refer to as Dealertrack ), at a purchase price of \$63.25 per Share (the Offer Price ), net to the seller in cash, without interest thereon and less any applicable withholding taxes, upon the terms and subject to the conditions set forth in the Offer to Purchase, dated June 26, 2015 (as amended hereby, the Offer to Purchase ) and in the related Letter of Transmittal (the Letter of Transmittal ), copies of which are filed with the Schedule TO as Exhibits (a)(1)(A) and (a)(1)(B), respectively. This Amendment is being filed on behalf of the Parent and the Purchaser. Capitalized terms used and not otherwise defined in this Amendment shall have the respective meanings assigned to such terms in the Offer to Purchase.

Except as otherwise set forth in this Amendment, the information set forth in the Schedule TO remains unchanged and is incorporated herein by reference to the extent relevant to the items in this Amendment. Capitalized terms used but not defined herein have the meanings ascribed to them in the Schedule TO. This Amendment should be read together with the Schedule TO.

***Items 1 through 9 and Item 11.***

(a) Items 1 through 9 and Item 11 of the Schedule TO are hereby amended and supplemented by adding the following text thereto:

On August 18, 2015, Dealertrack and DealerSocket Inc. (DealerSocket ) entered into an Asset Purchase Agreement (the APA ) pursuant to which DealerSocket agreed to acquire Inventory+, Dealertrack's suite of inventory management solutions, including its AAX product in the U.S. and Canada, as well as its eCarlist websites for \$55 million in cash. DealerSocket's acquisition of Inventory+ is contingent upon approval by the DOJ, in connection with the DOJ's Second Request under the HSR Act with respect to the Offer. On August 18, 2015, Parent and Purchaser consented to Dealertrack's entry into the APA and the other documents and agreements contemplated thereby.

**SIGNATURES**

After due inquiry and to the best of their knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: August 20, 2015

**RUNWAY ACQUISITION CO.**

By: /s/ Joe Luppino  
Name: Joe Luppino  
Title: Vice President

**COX AUTOMOTIVE, INC.**

By: /s/ Joe Luppino  
Name: Joe Luppino  
Title: Executive Vice President & Chief  
Corporate Development Officer