

Herrera Ana  
 Form 4  
 September 21, 2011

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Herrera Ana

2. Issuer Name and Ticker or Trading Symbol  
 DealerTrack Holdings, Inc. [TRAK]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 1111 MARCUS AVE., SUITE M04  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/19/2011

\_\_\_\_ Director \_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_ Other (specify below)  
 SVP of Human Resources

LAKE SUCCESS, NY US 11042  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |                                   |
| Common Stock                    | 09/19/2011                           |  | A                              |   | 27,470 (1) \$ 0 49,352 (2)  | D  |                                   |
| Common Stock                    | 09/19/2011                           |  | A                              |   | 2,716 (6) \$ 0 52,068 (7)   | D  |                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474 (9-02)

Edgar Filing: Herrera Ana - Form 4

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy)  | \$ 18.07   | 09/19/2011                           |  | A                              | 34,978  | (3) 09/19/2018   | Common Stock  | 34,978                        |
| Non-Qualified Stock Option (right to buy)  | \$ 24.5  | 09/19/2011                           |  | A                              | 3,375   | (3) 09/19/2018   | Common Stock  | 3,375                         |
| Non-Qualified Stock Option (right to buy)  | \$ 19.65   | 09/19/2011                           |  | A                              | 23,630  | (3) 09/19/2018   | Common Stock  | 23,630                        |
| Performance Stock Units                    | \$ 0   | 09/19/2011                           |  | A                              | 9,260<br>(4)  | (5) 01/31/2014   | Common Stock  | 9,260<br>(4)                  |
| Performance Stock Units                    | \$ 0   | 09/19/2011                           |  | A                              | 5,325<br>(4)  | (8) 01/31/2013   | Common Stock  | 5,325<br>(4)                  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| Herrera Ana<br>1111 MARCUS AVE.<br>SUITE M04<br>LAKE SUCCESS, NY US 11042 |               |           | SVP of Human Resources |       |

## Signatures

/s/ Gary Papilsky as attorney-in-fact for Ana Herrera  
 09/21/2011  
 \*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each restricted stock unit represents a contingent right to receive one share of DealerTrack common stock. The restricted stock units vest in four equal annual installments beginning September 15, 2012.

## Edgar Filing: Herrera Ana - Form 4

- (2) Includes 27,470 restricted stock units.
- (3) 25% of the shares subject to the option will vest on September 15, 2012, and 1/36th of the remaining shares subject to the option will vest each month thereafter, such that 100% of the shares subject to the option will be fully vested on September 15, 2015.
- (4) This amount represents the target number of PSUs (100%) awarded and is subject to adjustment ranging from 0% (threshold) to 137.5% (maximum) based on the percentage achievement of the performance goals.

(5) The Performance Stock Units will vest in full on January 31, 2014 subject to the achievement of certain performance goals. These performance goals are equally based on both the Company's Adjusted Net Income for calendar year 2011 and the total shareholder return of the Company's common stock as compared to other companies in the NASDAQ Internet Index in the aggregate for calendar years 2011, 2012 and 2013.

(6) Each restricted stock unit represents a contingent right to receive one share of DealerTrack common stock. The restricted stock units vest on January 31, 2013.

- (7) Includes 30,186 restricted stock units.

(8) The Performance Stock Units will vest in full on January 31, 2013 subject to the achievement of certain performance goals. These performance goals are based on the total shareholder return of the Company's common stock as compared to other companies in the NASDAQ Internet Index in the aggregate for calendar years 2010, 2011 and 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.