

ONeil Mark F
Form 4
March 19, 2007

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
ONeil Mark F

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)
C/O DEALERTRACK HOLDINGS, INC., 1111 MARCUS AVENUE, SUITE M04

3. Date of Earliest Transaction (Month/Day/Year)
03/15/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman of Board, Pres. & CEO

(Street)
LAKE SUCCESS, NY 11042

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

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock	03/15/2007		S ⁽¹⁾	100 D \$ 29.23	321,741 ⁽²⁾	D	
Common Stock	03/15/2007		S ⁽¹⁾	100 D \$ 29.24	321,641 ⁽²⁾	D	
Common Stock	03/15/2007		S ⁽¹⁾	300 D \$ 29.25	321,341 ⁽²⁾	D	
Common Stock	03/15/2007		S ⁽¹⁾	200 D \$ 29.27	321,141 ⁽²⁾	D	
Common Stock	03/15/2007		S ⁽¹⁾	300 D \$ 29.28	320,841 ⁽²⁾	D	

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Common Stock	03/15/2007	<u>S⁽¹⁾</u>	600	D	\$ 29.29	320,241 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	1,000	D	\$ 29.3	319,241 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	300	D	\$ 29.31	318,941 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	200	D	\$ 29.34	318,741 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	300	D	\$ 29.36	318,441 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	929	D	\$ 29.37	317,512 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	271	D	\$ 29.38	317,241 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	400	D	\$ 29.39	316,841 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	200	D	\$ 29.4	316,641 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	163	D	\$ 29.42	316,478 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	99	D	\$ 29.43	316,379 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	300	D	\$ 29.44	316,079 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	300	D	\$ 29.47	315,779 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	400	D	\$ 29.48	315,379 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	401	D	\$ 29.5	314,978 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	200	D	\$ 29.51	314,778 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	400	D	\$ 29.52	314,378 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	100	D	\$ 29.53	314,278 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	473	D	\$ 29.55	313,805 <u>(2)</u>	D
Common Stock	03/15/2007	<u>S⁽¹⁾</u>	300	D	\$ 29.56	313,505 <u>(2)</u>	D
	03/15/2007	<u>S⁽¹⁾</u>	200	D		313,305 <u>(2)</u>	D

O'Neil Mark F
C/O DEALERTRACK HOLDINGS, INC.
1111 MARCUS AVENUE, SUITE M04
LAKE SUCCESS, NY 11042

Chairman of
Board, Pres. &
CEO

Signatures

/s/ Eric D. Jacobs as attorney-in-fact for Mark F.
O'Neil

03/19/2007

__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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on October 10, 2006.
 - (2) Includes 258,750 shares of restricted common stock.

Remarks:

Due to the SEC's row number limitations this Form 4 is being filed in two parts. This is part 1 of 2

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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