

DealerTrack Holdings, Inc.
Form 4
January 11, 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

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 *
Blair John Allen

(Last) (First) (Middle)

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

(Street)

LAKE SUCCESS, NY 11042

(City) (State) (Zip)

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

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

01/08/2007

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)

* Please see below

6. Individual or Joint/Group Filing(Check Applicable Line)

X 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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock | 01/08/2007 | | S ⁽¹⁾ | V | 1,500 | D | \$ 26.8019 233,949 ⁽²⁾ D |
| Common Stock | 01/08/2007 | | S ⁽¹⁾ | V | 1,500 | D | \$ 26.88 232,449 ⁽²⁾ D |
| Common Stock | 01/08/2007 | | S ⁽¹⁾ | V | 1,500 | D | \$ 26.9 230,949 ⁽²⁾ D |
| Common Stock | 01/08/2007 | | S ⁽¹⁾ | V | 2,038 | D | \$ 26.9539 228,911 ⁽²⁾ D |
| Common Stock | 01/08/2007 | | S ⁽¹⁾ | V | 1,500 | D | \$ 26.9574 227,411 ⁽²⁾ D |

Edgar Filing: DealerTrack Holdings, Inc. - Form 4

| | | | | | | | |
|--------------|------------|------------------|--------|---|------------|------------------------|---|
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 500 | D | \$ 26.98 | 226,911 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 2,000 | D | \$ 26.9804 | 224,911 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 1,500 | D | \$ 26.9831 | 223,411 ⁽²⁾ | D |
| Common Stock | 08/01/2007 | S ⁽¹⁾ | 2,000 | D | \$ 26.9839 | 221,411 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 6,500 | D | \$ 26.99 | 214,911 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 1,290 | D | \$ 26.9938 | 213,621 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 10,000 | D | \$ 27 | 203,621 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 210 | D | \$ 27.0647 | 203,411 ⁽²⁾ | D |
| Common Stock | 01/08/2007 | S ⁽¹⁾ | 462 | D | \$ 27.1 | 202,949 ⁽²⁾ | 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)

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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|--------------------|
| | Director | 10% Owner | Officer | Other |
| Blair John Allen C/O DEALERTRACK HOLDINGS, INC. 1111 MARCUS AVENUE, SUITE M04 LAKE SUCCESS, NY 11042 | | | | * Please see below |

Signatures

| | |
|--|------------|
| /s/ Eric D. Jacobs as attorney-in-fact for John Allen Blair | 01/10/2007 |
| **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 6, 2006.
- (2) Includes 29,000 shares of restricted common stock.

Remarks:

Mr. Blair is the Chief Executive Officer of Automotive Lease Guide (alg), Inc.

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.