

DealerTrack Holdings, Inc.
Form 4
July 12, 2007

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Oneil Mark F

(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)
07/10/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	07/10/2007		S <u>(1)</u>		300	D	\$ 39.48	306,231 <u>(2)</u>	D
Common Stock	07/10/2007		S <u>(1)</u>		100	D	\$ 39.485	306,131 <u>(2)</u>	D
Common Stock	07/10/2007		S <u>(1)</u>		400	D	\$ 39.49	305,731 <u>(2)</u>	D
Common Stock	07/10/2007		S <u>(1)</u>		600	D	\$ 39.5	305,131 <u>(2)</u>	D
Common Stock	07/10/2007		S <u>(1)</u>		1,200	D	\$ 39.51	303,931 <u>(2)</u>	D

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Common Stock	07/10/2007	S ⁽¹⁾	200	D	\$ 39.53	303,731 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	200	D	\$ 39.54	303,531 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	500	D	\$ 39.55	303,031 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	150	D	\$ 39.57	302,881 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	100	D	\$ 39.61	302,781 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	101	D	\$ 39.63	302,680 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	100	D	\$ 39.64	302,580 ⁽²⁾	D	
Common Stock	07/10/2007	S ⁽¹⁾	300	D	\$ 39.65	302,280 ⁽²⁾	D	
Common Stock						50,583	I	By Spouse
Common Stock						90,686	I	as Trustee for The Mark F. O'Neil Qualified Grantor Retained Annuity Trust

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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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					Amount or Number of Shares
		Date Exercisable	Expiration Date	Title	
Code	V	(A)	(D)		

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ONeil Mark F C/O DEALERTRACK HOLDINGS, INC. 1111 MARCUS AVENUE, SUITE M04 LAKE SUCCESS, NY 11042	X		Chairman of Board, Pres. & CEO	

Signatures

/s/ Eric D. Jacobs as attorney-in-fact for Mark F. O'Neil	07/12/2007
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__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 and amended on May 21, 2007.
- (2) Includes 251,250 shares of restricted common stock.

Remarks:

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

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.