

Herrera Ana
 Form 4
 September 21, 2011

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

OMB APPROVAL

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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 *
 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

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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	09/19/2011		A		27,470 (1) A \$ 0 49,352 (2)	D	
Common Stock	09/19/2011		A		2,716 (6) A \$ 0 52,068 (7)	D	

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

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SEC 1474 (9-02)

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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 (4)	(5) 01/31/2014	Common Stock	9,260 (4)
Performance Stock Units	\$ 0	09/19/2011		A	5,325 (4)	(8) 01/31/2013	Common Stock	5,325 (4)

Reporting Owners

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

Signatures

/s/ Gary Papilsky as attorney-in-fact for Ana Herrera

 **Signature of Reporting Person
 09/21/2011
 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.

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- (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.