

Blair John Allen
Form 4
March 05, 2007

FORM 4

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

OMB APPROVAL

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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

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)

3. Date of Earliest Transaction (Month/Day/Year)
03/01/2007

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

* Please see below

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

(Street)

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

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

X Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

LAKE SUCCESS, NY 11042

(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)
				(A) or (D)			
			Code	V	Amount	Price	
Common Stock	03/01/2007		S ⁽¹⁾		1,000	\$ 31.54	193,949 ⁽²⁾ D
Common Stock	03/01/2007		S ⁽¹⁾		1,500	\$ 31.2353	192,449 ⁽²⁾ D
Common Stock	03/01/2007		S ⁽¹⁾		1,000	\$ 31.1919	191,449 ⁽²⁾ D
Common Stock	03/01/2007		S ⁽¹⁾		1,500	\$ 30.84	189,949 ⁽²⁾ D
Common Stock	03/01/2007		S ⁽¹⁾		1,500	\$ 30.74	188,449 ⁽²⁾ D

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Common Stock	03/01/2007	S ⁽¹⁾	1,500	D	\$ 30.54	186,949 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	1,500	D	\$ 30.34	185,449 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	4,000	D	\$ 30.24	181,449 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	2,500	D	\$ 30.1355	178,949 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	5,000	D	\$ 30	173,949 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	2,000	D	\$ 29.94	171,949 ⁽²⁾	D
Common Stock	03/01/2007	S ⁽¹⁾	2,000	D	\$ 29.4059	169,949 ⁽²⁾	D

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

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(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. 3)
				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				* Please see below

LAKE SUCCESS, NY 11042

Signatures

/s/ Eric D. Jacobs as attorney-in-fact for John Allen
Blair

03/02/2007

__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 31,250 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.
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