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Autobytel's Outstanding Dealers Put People and Process First

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IRVINE, Calif., Jan. 24, 2017 (GLOBE NEWSWIRE) -- Autobytel Inc. (Nasdaq:ABTL), a pioneer and leading provider of online automotive services connecting consumers with dealers, has named **Kalani Lopa of Crowley Kia, Lawrence Curry of Honda Cars of Rockwall, and Larry Gwaltney of Moritz Kia Fort Worth** as its latest Autobytel Dealer of the Month winners.

The Autobytel Dealer Awards Program recognizes exceptional [#ABTLDealerStars](#) from a competitive field of thousands of automotive retailers who employ the highest standards in digital automotive retail sales, lead management processes and customer service, and a commitment to mobile and emerging technologies.

"Our latest Autobytel Dealer of the Month winners put people first - both customers and staff - which has been the cornerstone of their success," said Jeff Coats, president and CEO of Autobytel Inc. "From highly personalized contact to a well-trained team that focuses on process to give car buyers the best experience possible, they know how to consult with their customers the right way to help people find, buy, and own the perfect vehicle. That's really what it's all about."

Crowley Kia services customers in the Greater Hartford Connecticut area and surrounding markets. Kalani Lopa, Internet Sales Manager, has been in the car business since the late 1990s with extensive experience in running Internet departments. He says the key to his dealership's success is a focus on "process, process, process," which enables his team to cater to the specific needs of their customers. Lopa says Autobytel is one of the better sources of third-party leads for his dealership, and he stresses the importance for dealerships to embrace the Internet since that's where a majority of today's car buyers are.

Honda Cars of Rockwall is one of the newest Honda dealers in the Dallas-Fort Worth metro area. Lawrence Curry, Internet Sales Director, says his dealership offers up fast response times, quality responses, and the salesperson who assists the customer at every stage of the purchase process. Curry emphasizes the importance of highly personalized contact, and says that while process is imperative, being successful really boils down to people - the quality of the people who are servicing your customers as well as the quality of the customers you are servicing. He says Autobytel helps his dealership reach a larger audience of in-market car buyers.

Moritz Kia Fort Worth is the city's original Kia dealership and Larry Gwaltney, Internet Sales Director, says the Moritz family of dealerships is a true family-run business that has built a solid reputation in its 45-year history. Moritz Kia Fort Worth focuses on education and on creating a diverse and knowledgeable Internet sales team that recognizes the importance of building customer rapport. Gwaltney says the auto business changes daily, so being adaptive to changes has helped them achieve success. He says Autobytel gives his dealership further reach and its programs can be customized to target certain geographical areas which is helpful.

Autobytel Dealer of the Month winners are selected from a competitive field of thousands of automotive retailers in the company's network upon careful review by Autobytel's sales and dealer operations teams. This weekend at the 2017 NADA Convention & Exposition in New Orleans, the company will announce the **Autobytel 2016 Dealer of the Year Award** winner, with the dealer champion being chosen from the group of 2016 monthly winners.

Dealers are encouraged to book an appointment to view a 10 minute demo at the 2017 NADA Convention & Exposition by visiting <http://dealer.autobytel.com/nada2017> to see how Autobytel can help build their brands and get more traffic to their websites.

To learn more about the Autobytel Dealers of the Month, visit the Dealer Corner at <http://dealer.autobytel.com/dealer-corner/>. Visit <http://dealer.autobytel.com/> to learn about the company's leading automotive industry products and services.

Follow Autobytel on Facebook, Twitter, Google+, and YouTube to stay connected to the company's latest news.

About Autobytel Inc.

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and

manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive Internet in 1995 with its flagship website <http://www.autobytel.com/> and has since helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing the online registration form at investor.autobytel.com/alerts.cfm.

CONTACT: Autobytel Inc. Media Relations

Jennifer Lange

949-446-8980

jenniferl@autobytel.com

or

Autobytel Inc. Investor Relations

Kimberly Boren

EVP, Chief Financial Officer

949-862-1396

kimb@autobytel.com

or

Cody Slach or Sean Mansouri

Liolios Group, Inc.

949-574-3860

abtl@liolios.com

 Primary Logo

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