Safe Harbor Statement and Non-GAAP Disclosures

The statements made in the accompanying conference call or contained in this presentation that are not historical facts are forward-looking statements under the federal securities laws. Words such as “anticipates,” “could,” “may,” “estimates,” “expects,” “projects,” “intends,” “pending,” “plans,” “believes,” “will” and words of similar substance, or the negative of those words, used in connection with any discussion of future operations or financial performance identify forward-looking statements. In particular, statements regarding expectations and opportunities, new product expectations and capabilities, and our outlook regarding our performance and growth are forward-looking statements. These forward-looking statements, including, that (i) the company believes that the benefit of maintaining its status as a high-quality leads provider far outweighs the short-term revenue and profitability benefit and that this commitment to quality will continue to separate the company from its competition and serves as an imperative value proposition to its dealer and OEM customers; (ii) the company continues to expect the launch of its AutoWeb-enhanced product solution by the end of Q3, as well as its brand new UsedCars.com site; (iii) the company expects operating expenses as a percentage of revenues to normalize back to the mid-30% range for the remainder of 2016; (iv) the company expects its quarterly diluted share count in 2016 to remain around 13.4 million contingent upon its share price and assuming current outstanding shares, warrants, options and convertible debt remain constant; (v) the company’s expectations that its decision to focus on delivering high quality leads and maintain its reputation for doing so, which appears to be resulting lower dealer churn, delivery of higher ROI to its click and leads customers, and increasing prices for incoming dealers to continue to contribute to the company’s growth in the long term; (vi) the company expects that its new AutoWeb-enhanced product will launch by the end of Q3; (vii) the company continues to expect a full relaunch of the brand new usedcars.com site by the end of Q3; (viii) the company continues to believe there is a tremendous opportunity in the used car market; (ix) that despite elimination of revenue from Dealix, as well as its expectation for ongoing investments to further accelerate growth, the company continues to expect 2016 revenue to range between $151 million and $155 million, which represents an increase of approximately 13% to 16% from 2015, and that the company continues to expect non-GAAP diluted EPS to range between $1.39 and $1.43, representing an increase of approximately 14% to 17% from 2015, with the majority of this growth taking place in the second half of 2016; and (x) that for the remainder of 2016, the company intends to continue to drive growth and profitability through new and used car lead generation, its fast growing click revenues and the continued development of value-added product offerings, are not guarantees of future performance and involve assumptions and risks and uncertainties that are difficult to predict. Actual outcomes and results may differ materially from what is expressed in, or implied by, these forward-looking statements. Autobytel undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. Among the important factors that could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statements are changes in general economic conditions; the financial condition of automobile manufacturers and dealers; disruptions in automobile production; changes in fuel prices; the economic impact of terrorist attacks, political revolutions or military actions; failure of our internet security measures; dealer attrition; pressure on dealer fees; increased or unexpected competition; the failure of new products and services to meet expectations; and uncertainties that could affect the business, operating results, or financial condition of Autobytel and the market price of the Company’s stock.

Statements and information contained in this presentation regarding buy, close or conversion rates of leads submitted by Autobytel to its customers (both internally-generated leads and leads acquired from third parties) and industry average rates are estimates only derived by Autobytel from IHS vehicle registration matching to leads submitted by Autobytel.

This presentation includes non-GAAP financial measures as defined by SEC Regulation G. Autobytel’s definitions of the non-GAAP financial measures used in this presentation and reconciliations of these non-GAAP financial measures to the most directly comparable GAAP measures can be found in the appendix of this presentation. Autobytel’s management believes that these non-GAAP financial measures provide useful information to investors regarding the underlying business trends and performance of the Company’s ongoing operations and are better metrics for monitoring the Company’s performance given the Company’s net operating loss (NOL) tax credits and recent acquisitions. These non-GAAP financial measures are used in addition to and in conjunction with results presented in accordance with GAAP and should not be relied upon to the exclusion of GAAP financial measures. Management strongly encourages investors to review the Company’s consolidated financial statements in their entirety and to not rely on any single financial measure. These presentation slides are posted on the company’s website at www.Autobytel.com. When there, go to Investor Relations and then click on Events and Presentations.

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Key Stats: ABTL (NASDAQ)

Trading Data (@ May 12, 2016)

| Stock Price | $12.95 |
| 52 Wk. High/Low | $25.00/12.76 |
| Avg. Daily Vol. (3 mo) | 158,445 |
| Shares Outstanding | 10.7M |
| Institutional Holdings | 67% |
| Insider Holdings | 16% |

Financial Highlights (FY 2015)

| Revenues | $133.2M |
| Gross Margin | 38.8% |
| Diluted EPS | $0.37 |
| Non-GAAP EPS¹ | $1.22 |
| Cash & Equiv. | $24.0M |
| Total Assets | $153.6M |
| Total Debt | $27.0M |
| Total Liabilities | $45.4M |
| Total Equity | $108.2M |

Annual Revenues

$106M - $133M

20% CAGR FY11 - 15

Valuation Measures

| Market Cap | $138.4M |
| Enterprise Value² | $140.1M |
| EV/Revenue² | 1.1x |
| P/E | 10.6x |


1) See appendix for a reconciliation of this non-GAAP measure
2) Enterprise value calculated using net debt as of March 31, 2016
Who We Are

- Autobytel is a leading provider of internet automotive marketing services and the top auto leads generator in the U.S.
- Millions of vehicle shoppers visit our desktop and mobile sites every month
- We generate leads and clicks from these high-intent shoppers and provide them to every major auto OEM and 4,700+ retail dealers
- Recently acquired AutoWeb – a ramping digital advertising platform that we believe will significantly expand our addressable market
- Strong management team with decades of proven experience building successful auto, tech and internet media companies
Autobytel’s Large Addressable Market

Total US Automotive Digital Ad Spend
Estimate for 2016

$8.71 Billion

- $3.33 B Search & pay-per-click
- $3.14 B Video, media & banner display
- $0.83 B Lead generation & directories

Source: eMarketer.com
All Digital ROI Driven Ad Channels are Growing

Vehicle Digital Ad Spend by Channel

Source: eMarketer.com

Autobytel Focusing In Highest Demand Channels

Market Size 2016

Market Size 2020
Autobytel Is Again Positioned To Become the Disruptor

A Robust Digital Platform

**Leads**
- Given Autobytel’s high conversion rates, our cost per lead model provides a favorable ROI for dealers
- The higher the lead-to-buy rate, the greater the car sales dealers will experience
- Estimated average close rate in auto industry is 6-8%
- Autobytel estimated historical average buy rate is 18-24%

**Clicks**
- Programmatic platform delivers high intent in-market car shoppers to dealer and OEM websites
- Better user experience increases sale rates
- Advertisers experience lead generation at their own website

**Display**
- Tailored/relevant high-performance ad products across all sites
- Tap into video, one of the fastest growing formats in the automotive digital ad industry
- Disrupt traditional TV ads with online video advertising

**Autobytel is already the top leads provider in the industry. We are now investing to become leaders in clicks and display.**
Autobytel’s Portfolio of ROI Driven Products

- **Lead Generation**
  - Created the top lead marketplace in the auto industry
  - Offering leads to franchise dealers (“Retail”) and manufacturer dealer programs (“Wholesale”)

- **Pay-per-Click Advertising**
  - Our programmatic pay-per-click platform targets high intent auto shoppers at scale
  - Yield management technology drives convergence of leads and clicks

- **Display Advertising & Marketing Analytics**
  - Strategic partnership with Jumpstart

- **Additional Products & Services**
  - **Specialty Finance Leads**: Connect credit-challenged consumers to our dealer partners
  - **SaaS**: Mobile, SaleMove, PaymentPro, GoMoto

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Category Revenue Contributions

<table>
<thead>
<tr>
<th>Year</th>
<th>Advertising</th>
<th>Specialty Finance</th>
<th>Wholesale Lead Fees</th>
<th>Retail Lead Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td></td>
<td></td>
<td>$64M</td>
<td>$23</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td>$67M</td>
<td>$26</td>
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<tr>
<td>2013</td>
<td></td>
<td></td>
<td>$78M</td>
<td>$29</td>
</tr>
<tr>
<td>2014</td>
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<td></td>
<td>$49</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td></td>
<td>$54</td>
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</table>

1) Company officially reports its revenue in three categories: Lead Fees, Advertising, and Other. Lead fees in this chart are broken out into Wholesale, Retail, and Specialty Finance, with “Other” included in Retail lead fees.
Quarterly Revenue

- **Retail**: Q1 up 29% YoY due to Dealix acquisition; up 4% sequentially on higher used lead volume
- **Wholesale**: Q1 up 39% YoY due to several OEMs significantly ramping their leads program and the Dealix acquisition; down sequentially due to unmet demand
- **Advertising**: Q1 up 135% YoY due to increases in display & click revenues
## The Competitive Landscape

<table>
<thead>
<tr>
<th></th>
<th>New Car</th>
<th>Used Car</th>
<th>Advertising</th>
<th>Specialty Finance</th>
<th>Revenue Model</th>
</tr>
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<td><strong>autobytel.com</strong></td>
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<td>✔</td>
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<td><strong>Dealix</strong></td>
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<td>Subscription</td>
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<td>Subscription</td>
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<td><strong>TRUECar.</strong></td>
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<td>✔</td>
<td></td>
<td>✔</td>
<td>Pay-per-sale</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Subscription</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Subscription</td>
</tr>
<tr>
<td><strong>YAHOO! AUTOS</strong></td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Pay-per-lead</td>
</tr>
<tr>
<td><strong>eBay Motors</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Subscription</td>
</tr>
<tr>
<td><strong>CarsDirect</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>Pay-per-lead / Subscription</td>
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<tr>
<td><strong>carloan.com</strong></td>
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<td>✔</td>
<td>Finance leads</td>
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<tr>
<td><strong>AUTO CREDIT EXPRESS</strong></td>
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<td></td>
<td></td>
<td>✔</td>
<td>Finance leads</td>
</tr>
</tbody>
</table>
Autobytel Leads Drive Car Sales

- Consumers submitting leads via Autobytel network accounted for 2.5 million+ new retail sales from 2011-2015
  - This represents an average of ~4% of all U.S Light Vehicle New Retail Sales from 2011-2015
  - Increased to ~5% of U.S. LV New Retail Sales in 2015

Autobytel Consumers Accounted for ~5% of Annual US LV New Retail Sales

1) Dealix contribution is a conservative Autobytel estimate that is yet to be confirmed by Polk data.
Autobytel Used Car Leads is Growing Rapidly

- Consumers submitting leads via Autobytel network accounted for 2.5 million+ used car sales from 2011-2015
- Consistent growth despite minimal investment in the used car business from 2011-2014

### U.S. Used Car Sales by Autobytel Consumers

- **2011**: 443,275, 1.2% of U.S. Used Car Sales
- **2012**: 469,422, 1.3%
- **2013**: 483,923, 1.4%
- **2014**: 539,775, 1.5%
- **2015**: 614,349, 1.6%

Autobytel Consumers Accounted for ~2% of 2015 Used Car Sales
Our Value Proposition – High Buy Rates with Validated Attribution

- We provide buy rates derived from IHS, while most competitors rely only on feedback from dealers/manufacturers with minimal attribution.
- IHS cross-matches consumer registration data – tracking how many consumers who submitted Autobytel leads convert to purchases, or how many leads were lost to other dealers.
- Buy rate information provides the ability to drive pricing with dealers, as well as incremental lead volume.
- Internally generated leads (~80%) often have higher gross margins than those sourced from competitors.

### IHS Automotive Lead Conversion Data
(Consumers who Submitted a New Vehicle Lead & Bought New)

<table>
<thead>
<tr>
<th>Source</th>
<th>Buy Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autobytel.com Website</td>
<td>25%</td>
</tr>
<tr>
<td>All ABTL Internally Generated</td>
<td>17%</td>
</tr>
<tr>
<td>Other 3rd Party Supplier</td>
<td>12%</td>
</tr>
<tr>
<td>Competitor/Supplier A</td>
<td>10%</td>
</tr>
<tr>
<td>Competitor/Supplier B</td>
<td>9%</td>
</tr>
<tr>
<td>Competitor/Supplier C</td>
<td>5%</td>
</tr>
</tbody>
</table>

Internally-generated Autobytel leads have a buy rate of 17% to 25% — significantly higher than those we source from 3rd parties or purchase from our competitors.

1) Buy rates are calculated using a three-month rolling average of 90 day close rates.

**Autobytel Internally-Generated Lead Buy Rate is 3x Industry Average of ~6-8%**
Our Value Proposition – Consistent Execution

- **We have a proven track record** of providing high quality leads

- Our existing lead quality methodologies are sustainable, as evidenced by the trend to the right

- We have consistently maintained these high close rates since Q1 2011

---

1) Only Q1’16 includes contribution from Dealix.
Our Value Proposition – High ROI for Dealers

- Given Autobytel’s high conversion rates, our cost per lead model provides a favorable ROI for dealers.
- The higher the conversion rate, the greater the price disparity.
- Historical average close rate in auto industry is 6-8%.
  - Autobytel estimated buy rate is 17-25%.
- Autobytel cost to dealer represents about half of all dealers’ normal marketing expense at $608¹

Average Dealer Cost Per Sale²

<table>
<thead>
<tr>
<th>Used Cost Per Sale</th>
<th>New Cost per Sale</th>
<th>6% Dealer Close Rate</th>
<th>8% Dealer Close Rate</th>
<th>10% Dealer Close Rate</th>
<th>15% Dealer Close Rate</th>
<th>19% Dealer Close Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$399</td>
<td>$299</td>
<td>$367</td>
<td>$275</td>
<td>$220</td>
<td>$147</td>
<td>$116</td>
</tr>
</tbody>
</table>

¹) National Automobile Dealer Association (NADA), 2014.
²) Calculated with an average cost of $22 per lead.

Purchasing Leads From Autobytel Generates a Favorable ROI.
FINANCIAL HIGHLIGHTS
Key Performance Metrics

Revenues

Strong Revenue Growth, Stable Gross Margins

Gross Margin

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Gross Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY11</td>
<td>$64M</td>
<td>40.7%</td>
</tr>
<tr>
<td>FY12</td>
<td>$67M</td>
<td>39.4%</td>
</tr>
<tr>
<td>FY13</td>
<td>$78M</td>
<td>38.9%</td>
</tr>
<tr>
<td>FY14</td>
<td>$106M</td>
<td>39.3%</td>
</tr>
<tr>
<td>FY15</td>
<td>$133M</td>
<td>38.8%</td>
</tr>
</tbody>
</table>

Non-GAAP EPS¹

Profitability Outpacing Revenue Growth

Adj. Net Income Margin

<table>
<thead>
<tr>
<th>Year</th>
<th>Adj. Net Income Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY11</td>
<td>4.2%</td>
</tr>
<tr>
<td>FY12</td>
<td>5.5%</td>
</tr>
<tr>
<td>FY13</td>
<td>6.5%</td>
</tr>
<tr>
<td>FY14</td>
<td>8.7%</td>
</tr>
<tr>
<td>FY15</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

¹ See appendix for non-GAAP EPS reconciliation.
Autobytel Comparative Quarterly Revenue

$ Millions
% Year-Over-Year Growth

<table>
<thead>
<tr>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>$27.0</td>
<td>$26.2</td>
</tr>
<tr>
<td>Q2</td>
<td>$17.8</td>
<td>$25.9</td>
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<tr>
<td>Q3</td>
<td>$21.6</td>
<td>$27.4</td>
</tr>
<tr>
<td>Q4</td>
<td>$20.7</td>
<td>$26.0</td>
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</table>

<table>
<thead>
<tr>
<th>$ Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
</tr>
<tr>
<td>Q2</td>
</tr>
<tr>
<td>Q3</td>
</tr>
<tr>
<td>Q4</td>
</tr>
</tbody>
</table>

% Year-Over-Year Growth

<table>
<thead>
<tr>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>$27.0</td>
<td>$30.4</td>
</tr>
<tr>
<td>Q2</td>
<td>$17.8</td>
<td>$25.9</td>
</tr>
<tr>
<td>Q3</td>
<td>$21.6</td>
<td>$27.4</td>
</tr>
<tr>
<td>Q4</td>
<td>$20.7</td>
<td>$26.0</td>
</tr>
</tbody>
</table>

FY16 - $36.2
FY15 - $40.2
FY14 - $36.4
Balance Sheet Supports Growth

- $24.0 million cash despite Dealix acquisition
- $16.7 million term loans, $8.0 million revolving line of credit, $1.0 million convertible note
- As of Dec 31, 2015, $139.6 million net operating loss carryforwards
  - $88.2 million federal; $51.4 million state
  - Federal NOLs do not expire until 2021 and beyond

### Select Balance Sheet Items

<table>
<thead>
<tr>
<th></th>
<th>Mar 31, 2016</th>
<th>Dec 31, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash &amp; cash equivalents</td>
<td>$24.0</td>
<td>$24.0</td>
</tr>
<tr>
<td>Receivables</td>
<td>27.8</td>
<td>28.1</td>
</tr>
<tr>
<td>Net deferred tax assets</td>
<td>22.1</td>
<td>21.5</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>152.4</strong></td>
<td><strong>153.6</strong></td>
</tr>
<tr>
<td>Debt</td>
<td>25.7</td>
<td>27.0</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>42.8</strong></td>
<td><strong>45.4</strong></td>
</tr>
<tr>
<td><strong>Total stockholders’ equity</strong></td>
<td><strong>109.6</strong></td>
<td><strong>108.2</strong></td>
</tr>
</tbody>
</table>

$24.0 Million in Cash, $139.6 Million in Net Operating Loss Carryforwards
GROWTH OPPORTUNITIES
**Autobytel Growth Initiatives: Lead Volume Expansion**

- **Ample runway for growth** as we only provide leads to 15% of the U.S. retail market
- ~85% of Autobytel leads go to new car sales – **significant untapped opportunity in used car market**
- Sustained investment in lead acquisition and SEM will drive in-market buyers, increasing conversion of page views to leads
- Several major OEMs increasing lead programs with Autobytel as primary supplier
- ~80% of lead volume is internally generated
  - Generates higher quality leads through enhanced long-tail search
  - One strong lead can be sold to multiple dealers
AutoWeb Growth Initiatives: Expansion into Pay-per-Click Marketplace

- Acquired AutoWeb October 2015
- Fast growing pay-per-click business.
- Targeting the rapidly growing multi-billion paid search vehicle market
  - Profitable business model, cash flow positive
    - 3+ million monthly search queries
    - Strong gross margins
  - Renowned management team & advisory board with proven track record of scaling online businesses

AutoWeb Quarterly Click Volume

- Q4’13 – Q1’16 CAGR 396%

AutoWeb – Global Brand

auto + web

AutoWeb = Same definition in 100+ languages

Expanding into the Multi-Billion Dollar Pay-Per-Click Market
Autobytel Growth Initiatives: Complementary Revenue Streams

- **Display with Jumpstart**: sells fixed placement advertising across all of our websites to auto advertisers
  - Formed commercial agreement Sept. 2013
  - Reaches 21 million unique visitors/month
  - Works with every major auto manufacturer
  - Revenue flows through at 99% margin

- **Autobytel Mobile**: suite of mobile products & services
  - Text Marketing
  - Mobile Websites
  - TextShield®: Centralized and Controlled 2-way text conversations
  - Dealer Branded Apps
  - Send2Phone: Tactical mobile landing pages to cell phones via SMS

- **Other Dealer Products**
  - Sale Move: Dealer-Customer Interaction Platform (Video, Text, Chat, Phone)
  - GoMoto: Interactive digital solution to drive customer engagement and increase conversion
  - PaymentPro: Shop by Payment Platform – Pre-qualified customers
2016 Outlook

<table>
<thead>
<tr>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td><strong>$151.0</strong></td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td><strong>13%</strong></td>
</tr>
<tr>
<td><strong>Non-GAAP Diluted EPS</strong></td>
<td><strong>$1.39</strong></td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td><strong>14%</strong></td>
</tr>
</tbody>
</table>

Strong guidance remains unchanged

1) Guidance updated and effective only on May 5, 2016.
2) Non-GAAP EPS is defined as net income, plus amortization of acquired intangibles, non-cash stock compensation, taxes, gain on investment, severance costs and acquisition related expenses, plus litigation settlements, divided by weighted average diluted shares outstanding.
Key Takeaways

- **Leading convergence** of high quality leads, clicks and display advertising
- **Expanding into the multi billion dollar pay-per-click marketplace**
- **Verified superior product performance** among peer group
- **Largest combined retail & wholesale lead distribution network in U.S.**
- **Rolling out next-generation**, high-margin proprietary technologies to drive top and bottom line growth

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**We are a Growth Company**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Non-GAAP EPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$78M</td>
<td>$0.48</td>
</tr>
<tr>
<td>$106M</td>
<td>$0.83</td>
</tr>
<tr>
<td>$133M</td>
<td>$1.22</td>
</tr>
<tr>
<td>$151M-$155M</td>
<td>$1.39-$1.43</td>
</tr>
</tbody>
</table>

1) Guidance updated and effective only on May 5, 2016.
2) Non-GAAP EPS is defined as net income, plus amortization of acquired intangibles, non-cash stock compensation, taxes, gain on investment, severance costs and acquisition related expenses, plus litigation settlements, divided by weighted average diluted shares outstanding.
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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 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 has helped every major automaker market its brand online. Investors and other interested parties can receive Autobytel news alerts and special event invitations by accessing the online registration form at investor.autobytel.com/alerts.cfm.
Appendix

- Autobytel Timeline
- AutoWeb Acquisition
- AutoWeb Team
- Dealix, AutoUSA & Cyber Ventures Acquisitions
- Digital Ad/Internet Market (32-38)
- Retail Auto Sales Forecast
- Dealer Footprint
- Reconciliation Table
1995

- **Autobytel is Founded**

2000

- **1st internet company to advertise a 30s Super Bowl commercial**
- **Recorded 1st operating profit**
- **~$100 million IPO**
  - Autobytel’s & its operating model survives Dot Com Bust

2005

- **Acquires Stoneage Corporation with domain:**
  - [car.com](http://car.com)

2010

- **Strategic investment in [autoweb](http://autoweb.com)**

2015

- **Acquires [AutoUSA](http://autousa.com)**
- **Acquires [Dealix](http://dealix.com)**
- **Acquires top-ranked provider of auto sales leads**

**Autobytel Timeline**
Our Acquisition of Autoweb

• Acquired Autoweb, a leading automotive pay per click company, in an all-stock transaction on Oct 1, 2015.

• Autoweb brings a proven track record at scaling pay per click platforms at favorable costs, positioning Autobytel well in this growing segment of the online marketing space.

• Autoweb has...
  ✓ High growth rate
  ✓ High gross margins
  ✓ Experienced management team
  ✓ Proprietary technology
  ✓ Top talent in an emerging market

• Transaction expected to become accretive to net income in 2016.

Transaction Aligned with Autobytel’s Shareholders
<table>
<thead>
<tr>
<th>AutoWeb Team</th>
<th>Founders Track Record</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vast Knowledge in <strong>Online Media</strong></td>
<td><strong>Founders are cross-industry global entrepreneurs</strong></td>
</tr>
<tr>
<td>15 Years Building Internet Companies</td>
<td></td>
</tr>
<tr>
<td>Scaled Companies in <strong>Several Industry Verticals in the US and International</strong></td>
<td></td>
</tr>
<tr>
<td>Online Media, Travel, Insurance, Automobile</td>
<td></td>
</tr>
<tr>
<td>Knowledge &amp; Expertise in the <strong>Automotive Industry</strong></td>
<td><strong>BrokersWeb</strong></td>
</tr>
<tr>
<td>Management team with +20 years Experience in the automotive industry</td>
<td>INC 500 #20 fastest revenue growth company (2010 and 2011). From $0 to $56 million in revenue during 1st 3 years of the company</td>
</tr>
<tr>
<td>World Class Technology Development Team</td>
<td>Pay per click business like Autoweb</td>
</tr>
<tr>
<td>Unprecedented capacity to grow and develop high quality technology</td>
<td>Acquired by VC backed VantageMedia</td>
</tr>
</tbody>
</table>

**Founders Track Record**

**Matias de Tezanos, Jose Vargas, Julio Gonzalez**

**BrokersWeb**

INC 500 #20 fastest revenue growth company (2010 and 2011). From $0 to $56 million in revenue during 1st 3 years of the company. Pay per click business like Autoweb. Acquired by VC backed VantageMedia.

**ClickDiario**

Large Online AdNetwork in Latin America acquired by FOX International Channels.

**BlueKite**

Fast growing cross-border bill payments platform acquired by Nasdaq: Xoom.

**Hoteles.com**

Popular Hotel reservation site for Hispanics, acquired by Expedia.
• Acquired Dealix, a top-ranked provider of auto sales leads, for $25M in May 2015, including $6.8 million of working capital (accretive to net income in 2015)

• With the acquisitions of Dealix (2015), AutoUSA (2014) and Cyber Ventures (2010), Autobytel created the top leads marketplace by volume/buy rate for dealers and OEMs in the U.S.

• Dealix adds highly successful car buying site, UsedCars.com – one of the first used car search engines

• Dealix has...
  ✓ High margins
  ✓ Internal lead generation capabilities
  ✓ Advanced Technology
Nearly 80% of U.S. New Light Vehicle Consumers use the Internet as Primary Research & Shopping Tool\(^1\)

1) 2014 Automotive Buyer Influence Study
The Internet has Become the Most Influential Media Source

- The Internet is the most influential source leading car buyers to the dealership – 
  more than 20x any other media or non-media source\(^1\)

- This trend is especially true for newer generations (Millennials & Gen X)

1) 2015 Automotive Buyer Influence Study.
80% of Consumers are Utilizing 3rd Party Sites

- **Autobytel** owns and operates several leading comparison shopping sites like UsedCars.com, Car.com, Autobytel.com and AutoWeb.com

- 66% of **new car** buyers and 81% of **used car** buyers are now using online comparison shopping sites more than any other source

- A growing number of dealers and OEMs are looking to participate in comparison shopping sites like Autobytel’s in order to reach car shoppers online

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**New Car Buyers Online Shopping Sources**

- 2011: 50%, 59%, 53%, 43%
- 2013: 51%, 60%, 60%, 44%
- 2015: 51%, 65%, 66%, 46%

- 66% Comparison Sites
- 64% OEM
- 61% Dealer
- 46% Search

**Used Buyers Online Shopping Sources**

- 2011: 31%, 48%, 31%
- 2013: 36%, 49%, 49%
- 2015: 39%, 59%, 81%

- 81% Comparison Sites
- 64% Dealer
- 44% Search
- 39% OEM

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1) 2015 Automotive Buyer Influence Study

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**Major Opportunity for OEMs and Dealers Going Online**
Digital Channel Outlook

**Pay per Click**

**Expected to Grow Dramatically**
Ad spending in 2013 was $2.1 billion. Expecting to quadruple by 2018 to $9.1 billion.
- Customer directed to advertiser website
- Pay per high intent visitor

**Expected to Grow**
Market is more sophisticated, generating leads through own websites.
- Customer data collected, high intent customers
- Multiple buyers for same lead, quality is key

**Expected to Remain Flat**
- In-market shoppers will always use this service
- Mature segment, with no growth prospects
- Fixed price for multiple displays
- Not result based, expensive for dealers

**Validating, Experiencing Challenges**
- Cost per sale, dealers pay for car sold
- Dealers left with no room to protect margins

**Pay per Lead**

**Pay per Sale**

**Display & Video**

**Programmatic display and video media buys continue**
- Fixed price for multiple displays
- Rich media formats

**Digital Advertising Driving Better ROI than Traditional Media**
We are Positioned to Disrupt Vehicle Ad Spend

Disruptors in Different Industries

1995: Autobytel
2002: Priceline Group
2008: Netflix
2015: Autoweb

Autobytel: Disrupting The Growing Vehicle Market Again
Over Two-Thirds of Vehicle Shoppers Are Online

Consumers Prefer Digital For Vehicle Research

Multiple channels used by vehicle shoppers

- #1 source: Comparison Shopping Sites
- Dealer Sites
- Manufacturer Sites
- Search Engines
- TV
- Online Mapping tool
- Classifieds Sites
- Newspapers
- Video Sites
- Social Media
- Magazines
- Newspaper sites
- Brochures
- Auction Sites
- Radio

Shoppers active online – even when in store

- 42% Checked competitive prices
- 32% Looked for discounts & offers
- 34% Looked at consumer reviews

Source: Borrell 2014, eMarketer.com
Automotive is Now 2nd Largest Digital Ad Spender

Digital Ad Spend by Industry (in %)
- Retail (22%)
- Automotive (12.5%)
- Financial Services (12.3%)
- Telecom (11.1%)
- Consumer Products (8.5%)
- Travel (8.3%)
- Electronics (7.6%)
- Media (5.8%)
- Entertainment (4.8%)
- Healthcare & Pharma (2.8%)
- Other (4.5%)

Automotive Digital Ad Spend Growth (in billions)
2008 $2.8
2009 $2.5
2010 $2.8
2011 $3.2
2012 $4.3
2013 $5.2
2014 $6.2
2015 $7.3
2016 $8.5
2017 $9.6
2018 $10.8
2019 $12.1


<table>
<thead>
<tr>
<th>Format</th>
<th>2015 (in US$ billions)</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>$3.33</td>
<td>45.6%</td>
</tr>
<tr>
<td>Video &amp; Display</td>
<td>$2.14</td>
<td>29.3%</td>
</tr>
<tr>
<td>Other</td>
<td>$1.83</td>
<td>25.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$7.30</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: PWC, eMarketer.com

$7.3 billion Estimated Ad Spend During 2015
Retail Auto Sales Forecast¹


(millions)

• Apr. 2016 SAAR for total sales:
  • 17.6 million units
  • Up 5% YoY

• Apr. 2016 projected SAAR for retail sales:
  • 14.1 million units
  • Up 4% YoY

1) J.D Power/LMC Automotive
**Autobytel Footprint – Dealers**

- Q1 Autobytel dealer count up 17% YoY due to Dealix acquisition
- Q1 Retail new franchises up 18% and retail used up 14% YoY
- Q1 Sequential dealer churn is stabilizing

**Q1 Dealer Attrition Has Stabilized**
## Non-GAAP Income & EPS Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q1</td>
<td>Q2</td>
</tr>
<tr>
<td>Net Income/(loss) ($M)</td>
<td>$0.8</td>
<td>$0.9</td>
</tr>
<tr>
<td>Amortization of Acquired Intangibles ($M)</td>
<td>$0.4</td>
<td>$0.5</td>
</tr>
<tr>
<td>Non-Cash Stock Compensation ($M)</td>
<td>$0.7</td>
<td>$0.6</td>
</tr>
<tr>
<td>Taxes ($M)</td>
<td>$0.3</td>
<td>$0.6</td>
</tr>
<tr>
<td>Litigation Settlements ($M)</td>
<td>($0.0)</td>
<td>($0.0)</td>
</tr>
<tr>
<td>Gain on Investment ($M)</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td>Acquisition / Severance Expenses ($M)</td>
<td>$0.3</td>
<td>$0.9</td>
</tr>
<tr>
<td>Non-GAAP Income ($M)¹</td>
<td>$2.4</td>
<td>$3.5</td>
</tr>
<tr>
<td>Weighted Average Diluted Shares (k)</td>
<td>11,097</td>
<td>11,057</td>
</tr>
<tr>
<td>GAAP EPS</td>
<td>$0.07</td>
<td>$0.08</td>
</tr>
<tr>
<td>Non-GAAP EPS²</td>
<td>$0.21</td>
<td>$0.31</td>
</tr>
</tbody>
</table>

The above financials are impacted by rounding to the nearest $0.1M.

1) Non-GAAP Income is equal to net income plus amortization of acquired intangibles, non-cash stock compensation, taxes, gain on investment, severance costs and acquisition related expenses, plus litigation settlements.

2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding.

### Q1 2016 Non-GAAP Income up 25% to $2.9 Million
## Non-GAAP Income & EPS Reconciliation

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income ($M)</td>
<td>$0.4</td>
<td>$1.4</td>
<td>$38.1</td>
<td>$3.4</td>
</tr>
<tr>
<td>Amortization of Acquired Intangibles ($M)</td>
<td>$1.3</td>
<td>$1.3</td>
<td>$1.1</td>
<td>$1.5</td>
</tr>
<tr>
<td>Non-Cash Stock Compensation ($M)</td>
<td>$1.0</td>
<td>$0.9</td>
<td>$0.7</td>
<td>$1.4</td>
</tr>
<tr>
<td>Acquisition Costs ($M)</td>
<td>$0.0</td>
<td>$0.0</td>
<td>$0.5</td>
<td>$1.1</td>
</tr>
<tr>
<td>Litigation Settlements ($M)</td>
<td>($0.5)</td>
<td>($0.3)</td>
<td>($0.3)</td>
<td>($0.1)</td>
</tr>
<tr>
<td>Income Taxes ($M)</td>
<td>$0.3</td>
<td>$0.3</td>
<td>($35.1)</td>
<td>$2.0</td>
</tr>
<tr>
<td>Non-GAAP Income ($M)</td>
<td>$2.7</td>
<td>$3.7</td>
<td>$5.1</td>
<td>$9.3</td>
</tr>
<tr>
<td>Weighted Average Diluted Shares (k)</td>
<td>9,536</td>
<td>9,204</td>
<td>10,616</td>
<td>11,212</td>
</tr>
<tr>
<td>GAAP EPS</td>
<td>$0.04</td>
<td>$0.15</td>
<td>$3.61</td>
<td>$0.32</td>
</tr>
<tr>
<td>Non-GAAP EPS</td>
<td>$0.28</td>
<td>$0.40</td>
<td>$0.48</td>
<td>$0.83</td>
</tr>
</tbody>
</table>

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2) Non-GAAP EPS is non-GAAP income divided by weighted average diluted shares outstanding.

**2011-2014 Non-GAAP EPS CAGR ~44%**