



## **Autobytel.com's Closing Ratio Highest Among Primary New Independent Buying Services in J.D. Power and Associates Study**

### **Autobytel.com Receives Its All-Time Highest Overall Satisfaction Index, Highest-Ever Scores for Lead Quality, Dealer Gross Profit Margins Autobytel's Commitment to Customer Quality Pays off With Improved Dealer Ratings in Every Business Generation Category Versus 2004**

**Irvine, CA – September 22, 2005** – Autobytel's ongoing commitment to quality is showing measurable results according to the new J.D. Power and Associates 2005 Dealer Satisfaction with Online Buying Services Study. In the just-published study, the company's flagship service, Autobytel.com, generated a higher sales closing ratio than any other primary new independent buying service. Autobytel.com, a consistent leader in the J.D. Power and Associates Dealer Satisfaction with Online Buying Services Study, with three #1 overall dealer satisfaction awards, received its highest-ever overall satisfaction index since the study's inception in 1998. The company had record-high ratings for lead quality and dealer gross profit margins.

Autobytel.com's all-time high overall satisfaction index was driven by higher year-over-year scores in every business generation category measured: quantity of leads, quality of leads, providing incremental business and dealer gross profit margin.

"Customer quality has been our number one business priority this year, and Autobytel.com's improved scores in every major category – business generation, dealer support/services, transmission of leads, and advertising – reflect that commitment," said Autobytel Inc. President and CEO Rick Post. "Given that closing ratios are such an important measure of quality, we're particularly pleased with the study's finding that Autobytel.com generated a higher closing ratio than any of our competitors. We're also excited about receiving high scores for lead quality and dealer profit margin."

"Autobytel's high dealer marks reflect what we've known for 7 years: in terms of closing ratios, lead quality and profit margins – the factors that really impact our bottom line – Autobytel is head and shoulders above other services," said Chrystal Bencivenga, Internet sales manager at Dover Dodge in New Jersey. "What's most impressive to me is how the company has managed to improve upon what was already great service, business generation, and bottom-line results."

Autobytel Inc.'s long-term initiative to improve lead quality was officially launched three years ago with an eye toward improving dealers' closing ratios and cost per vehicle sale. Since then, the company has expanded its efforts through upgrades to its customer Quality Verification System<sup>SM</sup>, the expansion of relationships with top-tier web destinations like AOL, Yahoo! and ESPN, and its industry-leading search engine marketing efforts.

"Every 7.4 seconds someone submits a request to purchase a vehicle through Autobytel," added Post. "Our goal is to make sure these shoppers are the highest quality customers in the industry, period. It's satisfying to see this commitment paying off with great results at the dealership in terms of business generation and ROI—and yet another top-3 rating this year in overall dealer satisfaction among Primary New Independent Services. We're looking forward to even better results in the year to come as we continue to focus on quality and evolve our marketing programs ahead of the curve."

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

#### **About Autobytel Inc.**

Autobytel Inc. (Nasdaq: ABTL), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites Autobytel.com, Autoweb.com, Carsmart.com, Car.com, AutoSite.com, Autoahorros.com, and CarTV.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc., (RPM®), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. Autobytel was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel Inc. is the only company to achieve top rankings for both its lead management and lead generation services among the nation's top 100 Internet dealers.