



Satellite Radio Option On Vehicles Has More Than Tripled Over The Past Three Years, According To Autobyte's AIC

New AIC Data Reports Also Uncover 21 Percent Decline in New Models in 2005 and Sluggish Growth in Side Air Bags Option Since 2003

New Orleans, La. - January 30, 2005 - Autobyte Inc.'s (Nasdaq: ABTLE) Automotive Information Center (AIC) division today released two new data research reports, AIC Quarterly QuickView¹ and AIC New Vehicle Introduction QuickList, featuring updated industry statistics on vehicle equipment and new vehicle models. These new reports offer significant benefits for everyone from product planners to dealers to marketing executives, providing easy-to-use reference tools to help them do their jobs more effectively.

AIC Quarterly QuickView

AIC's Quarterly QuickView focuses on top trends in vehicle specifications, with each quarter's results following one theme. For its premiere report, AIC analysts studied emerging trends in vehicle equipment. One of the most impressive areas of growth involves satellite radio. Though still not a common "standard" feature, the appearance of satellite radio as an available "option" has more than tripled over the past three years. In 2005, satellite radio is listed as an option on 38.3 percent of all vehicles available for sale in the U.S.

Separately, AIC analysts found there has been more contained growth in the past three years in the number of vehicle trims available with side air bags. In 2005, 63 percent of all vehicles included side air bags as either a standard or an optional feature. This number represents only a 16.8 percent increase from 2003 to 2005.

2005 AIC New Vehicle Introduction QuickList

The AIC New Vehicle Introduction QuickList is the first report in the industry that offers manufacturers and dealers a guide that summarizes all new and redesigned vehicles introduced at a trim-level for a given model year. This report contains all pertinent information arranged according to make, model, trim, body style, seating capacity, MSRP, destination charge, horsepower, torque, and miles per gallon in both the city and highway.

Thus far in the 2005 Model Year, 56 new models have been introduced, representing 221 new trims. In contrast, in 2004, there were 71 new models, representing 292 new trims. This represents a 21 percent year over year decrease in new model introductions.

In Model Year 2005, sedans and SUV body types represent the largest growth areas, with each group expanding by 13 new models. Convertibles and coupes tied for second, with each group expanding by eight new models.

"AIC has long been recognized for the value its data brings to the research and sales process for both manufacturers and dealers," said Autobyte Inc. President and CEO Jeffrey Schwartz. "The launch of AIC Quarterly QuickView and the 2005 AIC New Vehicle Introduction QuickList confirm AIC's ongoing commitment to providing tools that efficiently track changes in vehicle equipment and allow our customers to react more quickly to emerging trends in vehicle pricing and specifications."

A pioneer in providing the industry with vehicle specification data and technology for manufacturers, dealers and suppliers, AIC manages and analyzes up to 3.3 million data points for every vehicle sold in the U.S.

The AIC Quarterly QuickView and the 2005 New Vehicle Introduction QuickList will be distributed to all AIC customers via email. At the 88th Annual NADA Convention, AIC executives will be available at Autobyte Booth #4542 to answer questions on both new research reports.²

¹ AIC Quarterly QuickView results are based on a study of all 1,671 vehicles available for sale in the U.S. (at the trim level)

² Autobyte executives are available for expert media commentary on what these trends indicate and how they might play out in the industry as a whole. To arrange an interview, please see the contacts below.

About Autobyte Inc.

Autobyte Inc. (Nasdaq: ABTLE), 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 Autobyte.com, Autoweb.com, Car.com, Carsmart.com

and AutoSite.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. As the Internet's largest new car buying service, Autobytel generates over a billion dollars a month in car sales for dealers through its services and 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's car-selling sites and lead management products are used by more of the nation's top-100 e-dealers than any other program.

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