



## **Autobytel #1 in Providing Independent Lead Management Tools to Top 100 e-Dealers in U.S. For Third Consecutive Year**

**Autobytel's Web Control® utilized by more of the top 100 e-Dealers than any other independent lead management tool; Autobytel's lead generation program utilized by 75 of top 100, according to Ward's Dealer Business Magazine**

**IRVINE, CA, April 08, 2005** -- Autobytel Inc.'s (Nasdaq: ABTLE) lead management system, Web Control, is utilized by more of the nation's top 100 Internet dealers than any other independent offering, based on the 2005 *Ward's Dealer Business* e-Dealer 100 report. In addition, three quarters of the e-Dealer 100 use Autobytel for lead generation, making Autobytel the only company to achieve top rankings for both its lead management system and its lead generation services. This marks the third consecutive year that Autobytel's Web Control has been named the top independent lead management tool in the e-Dealer 100 report.

The recently published 2005 e-Dealer 100 report ranks the top 100 most successful Internet dealers and dealer groups in America based on sales transactions generated online. The report also analyzes the tools, strategies and best practices utilized by the e-Dealer elite.

According to Cliff Banks, associate editor of *Ward's Dealer Business*, "Since the report's inception in 2001, Autobytel has been a top choice for dealers on the Wards e-Dealer 100. As consumers continue to flock to the Internet to begin the car-buying process, effective CRM processes will play the predominant role in keeping customers engaged throughout the purchasing cycle."

"We've found Web Control is really the best product on the market today," said Rick Troutman, e-commerce manager, Tony Group Autoplex. "Since we handle more than a thousand leads a month, I rely on Web Control to help my team manage all our day-to-day Internet sales operations. The product is flexible, easy-to-use and allows us to create customer loyalty beyond our highest expectations."

Autobytel invented online car buying in 1995, providing tools and services that have become the industry standard for dealers and marketers. Autobytel has sent more than 20 million car buying customers to the nation's dealers and is consistently ranked as the most visited new car buying and research destination, with an average of 7.4 million unique monthly visitors in 2004.\*

*Ward's Dealer Business* is a leading automotive industry publication offering insight on products and technology, new vehicle previews and late-breaking industry news. This is the fifth year of the *Ward's e-Dealer 100*, the first-ever annual independent ranking of dealerships selling the most vehicles online.

### **About Autobytel Inc.**

Autobytel 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 Autobytel.com, Autoweb.com, Car.com, Carsmart.com, AICAutoSite.com, Autoahorros.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. (RPMâ), 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.

*\*comScore Media Metrix, 2004*

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