



May 8, 2012

Autobytel and AutoPacific Collaborate to Conduct Largest Automotive Buyer Satisfaction Survey

2012 Model Year Owner Evaluations Lead to Annual Awards

IRVINE, Calif.--(BUSINESS WIRE)-- Autobytel Inc. (Nasdaq: [ABTL](#)), the company dedicated to helping dealers and car-buyers connect online, and AutoPacific, an automotive marketing research and product-consulting firm, announced today the companies have coordinated efforts to publicly survey the largest number of automotive buyers to date across all major manufacturers. The collaboration, which grew from an initial partnership between the two last year, surveys recent car and truck buyers' ratings of their new 2012 model year car or truck. The results are analyzed to identify the top performing vehicles that will then be honored with either a Vehicle Satisfaction Award (VSA) or the Ideal Vehicle Award (IVA).

The collaboration denotes an effort to gather the most comprehensive information from a wide variety of consumers.

AutoPacific and Autobytel® have jointly surveyed consumers, and through the collaboration, more than 75,000 surveys have been completed. Once the consumer data is analyzed, AutoPacific will announce the award winners to manufacturers and Autobytel® will disseminate the award information to consumers. In an effort to further fulfill its consumer promise to be Your Lifetime Automotive Advisor, Autobytel® will dedicate a multifaceted approach to sharing this information with consumers through its editorial team, who will provide in-depth feature content on the award winning models in each automotive segment on the company's flagship website, [autobytel.com](#).

George Peterson, President of AutoPacific shared, "We are excited to work with Autobytel in this endeavor. Together, the data we gathered for our survey will form the largest new vehicle purchase consumer database to date this year." He continued, "The VSA's and IVA's are all about consumer feedback and opinion. Given Autobytel's consumer scale, this important information will now be able to reach millions of consumers who are considering their next vehicle purchase in a way AutoPacific hasn't achieved in the past."

The Vehicle Satisfaction Awards objectively measure how satisfied an owner is with a [new vehicle](#). Respondents rate 48 attributes for importance in the purchase decision and satisfaction after purchase. The Ideal Vehicle Awards measure the fusion between expectation and reality. An ideal vehicle is one that meets an owner's expectations for the product when acquired. The Ideal Vehicle Awards are quantitative gauges measuring how closely a vehicle matches an owner's expectations. The buyers who desire the least number of changes to their vehicle are, in fact, driving their "ideal" vehicle.

"Both the Vehicle Satisfaction Awards and the Ideal Vehicle Awards offer true consumer-to-consumer recommendations — a feature Autobytel is proud to offer on our flagship website," said Autobytel Inc. President and Chief Executive Officer, Jeffrey H. Coats. "While consumers read and expect our [expert reviews](#), peer-to-peer recommendations offer highly-valued points-of-view for in-market consumers, whatever type vehicle they may be considering. We feel this alliance with AutoPacific will enable us to offer consumers even more information to help them make more informed buying decisions."

About Autobytel Inc.

Autobytel Inc., an online leader offering consumer purchase requests and marketing resources to car dealers and manufacturers and providing consumers with the information they need to purchase new and used cars, pioneered the automotive Internet when it launched [autobytel.com](#) in 1995. Autobytel continues to offer innovative products and services to help consumers buy, and auto dealers and manufacturers sell, more used and new cars. Autobytel has 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. Through its flagship website [autobytel.com](#), its network of automotive sites and its respected online affiliates, Autobytel continues its dedication to innovating the industry's highest quality Internet programs to provide consumers with a comprehensive and positive automotive research and purchasing experience, and auto dealers, dealer groups and auto manufacturers with some of the industry's most productive and cost-effective customer referral and marketing programs.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing our online signup form at <http://investor.autobytel.com/alerts.cfm>

About AutoPacific ([www.autopacific.com](#))

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary

research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com/>

Autobytel Inc. Media Relations

MSC-PR

Michelle Suzuki

310-444-7115

michelle@msc-pr.com

or

Autobytel Inc.

Jim Helberg

949-862-1395

jimh@autobytel.com

or

Autobytel Inc. Investor Relations

PondelWilkinson Inc.

Roger Pondel/Laurie Berman

310-279-5980

investor@pondel.com

or

CMC Group, Inc

Bradley Orr

303-887-4932

borr@cmc-group.us

or

AutoPacific

Dan Hall

714-838-4234

dan.hall@autopacific.com

or

George Peterson

714-838-4234

george.peterson@autopacific.com

Source: Autobytel Inc.

News Provided by Acquire Media