



## **Autobytel Inc. Receives Innovative Product Honor At AEA High-Tech Awards 2005**

### **Revolutionary RPM 2.0 Helps Auto Dealers Achieve Customer Retention Goals**

**IRVINE, CA, April 25, 2005** – The Orange County Council of AeA celebrated the twelfth anniversary of its annual High-Tech Awards and honored Autobytel Inc. (Nasdaq: ABTLE) with the Innovative Product/Technology Award. RPM 2.0 integrates advanced customer segmentation with personalized communications across multiple channels, including e-mail, telephone, Web sites and print media. The AeA High-Tech Awards honor outstanding technology companies and acknowledge individual contributions to the high-tech business community.

Launched in 2004, RPM 2.0 is an essential tool for auto dealers to quickly and cost-effectively reach out to, and draw in customers for ongoing vehicle maintenance and service. RPM 2.0 automatically segments each set of customer data based on spending, purchase and visitation habits. As a result, customers receive discounts and communications relevant to their needs, such as customized service reminders based on mileage and time parameters.

"Since Autobytel invented online car buying in 1995, the company has continuously developed new tools and services that help its customers improve their businesses," said Phil Beaudoin, executive director, AeA OC Council. "Autobytel's innovation and leadership within the automotive industry represents the very best of Orange County's premier high tech business community."

"We are pleased that AeA has recognized the value RPM brings to the market," said Autobytel Inc. President and CEO Jeffrey Schwartz. "Our team of innovators is dedicated to providing cutting-edge tools and services for our customers, and this award is a testament to their ability to create tools that solve the most pressing problems in the automotive industry today."

This award for Innovative Product/Technology celebrates AeA's continuing recognition of Autobytel's unique contribution to the technology industry.

The High-Tech Awards 2005 were sponsored by Deloitte; Marsh, Fragomen, Del Rey, Bernsen & Loewy; Silicon Valley Bank; and Stradling Yocca Carlson & Rauth. Public relations support was provided by Lages & Associates. The High-Tech Awards 2005 event was produced by Show Staffers.

#### **About AeA**

AeA, founded in 1943, is a nationwide trade association that represents all segments of the technology industry and is dedicated solely to helping our members' top line and bottom line. We do this in partnership with our small, medium, and large member companies by lobbying governments at the state, federal, and international levels, providing access to capital and business opportunities, and offering select business services and networking programs. For more information, please visit <http://www.aeanet.org>.

#### **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. 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.

#### **Media Relations Contacts:**

Melanie Webber, Vice President, Corporate Communications, Autobytel Inc., 949.862.3023 ([melaniew@autobytel.com](mailto:melaniew@autobytel.com))

Rose Maciejewski, Ruder Finn, 310.479.9929, x127 ([maciejewskir@ruderfinn.com](mailto:maciejewskir@ruderfinn.com))

Farhanaz Kermalli, Ruder Finn, 310.479.9929, x107 ([kermallif@ruderfinn.com](mailto:kermallif@ruderfinn.com))