



Need Help Finding the Perfect Car? Autobytel® Can Help

"What Car Is Right For Me" Tool Eliminates The Guesswork In Car Shopping

IRVINE, Calif.--(BUSINESS WIRE)-- Ever wonder if your car is the right fit for you? Spent countless hours on the web navigating through sites that don't provide the information you need? With more than 400 vehicle choices — and that's just new [2012 cars](#) - it's no wonder consumers have a difficult time choosing the right new or used vehicle for them. Thanks to the editors at Autobytel®, the days of wondering and frustration are over. Utilizing Autobytel's [What Car Is Right For Me](#), car shoppers can discover the perfect vehicle to fit their personality, lifestyle and budget.

According to Michelle Naranjo, Editor in Chief, Autobytel®, "Car buyers don't always shop the way that auto makers think that they do. Buyers don't always know exactly which make or even model would suit them and if they are starting to shop after 5 years with the same vehicle, they may not be aware of some of the car and truck options that would suit their lifestyles and preferences." She continued, "the editorial staff at Autobytel has taken the time to evaluate the major qualities that guide buying preferences and, with the help of some data and a big dash of our personal experience with most of these vehicles, have created a tool that can give insight to buyers into which cars are best suited to them."

Autobytel's *What Car Is Right For Me* allows consumers to choose from a wide range of options which the search tool then automatically filters the car options that best suit a shopper's needs. Searchers start by picking their personality type, such as "Flash & Style", "Performance", "Towing Vehicles" or "Family Vehicles" which then directs them to a list of new car options in that category. From there, shoppers can further narrow down car choices by adjusting the price range or selecting specific makes, models, body style or transmission.

In a recent survey, conducted on Autobytel's website, the most popular choice of vehicles are either a Crossover/SUV or a Sedan for any age or economic demographic. 24% of those between 24-35, 28% of those between 35-54, and 24% of those 55 and over are considering a Crossover/SUV. While 24% of those between 24-35, 27% of those between 35-54 and 28% of those 55 and over are considering a sedan. Surprisingly, [Coupes](#) and [Trucks](#) were the next most popular choices while Hybrid/Electric Vehicles were chosen by only 10% of those between 24-35, 6% of those between 35-54 and 6% of those 55 and over. By utilizing the *What Car Is Right For Me* tool, those shoppers can view an array of car choices equipped with photos, summaries, prices and other helpful information. Most importantly, once shoppers find the perfect car, they can receive a quote from a dealership with just a simple click of a button.

Visit Autobytel® on the web at www.autobytel.com to access *What Car Is Right For Me* or for more information on new or used vehicles.

About Autobytel Inc. (www.autobytel.com)

Autobytel Inc. (Nasdaq: [ABTL](#)), 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](http://www.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](http://www.Autobytel.com)®, its network of automotive sites and its respected online partners, 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. For more information, please visit www.autobytel.com. 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>.

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