



## Autobytel® Exceeds One Million YouTube Views in Three Months

*Autobytel® YouTube Channel Offers Variety of Automotive Videos*

IRVINE, Calif.--(BUSINESS WIRE)-- Autobytel Inc. (Nasdaq: [ABTL](#)), the company dedicated to helping dealers and car-buyers connect online, begins the second quarter with a benchmark milestone surpassing more than one million views to its YouTube Channel. Launched in mid-December 2011, the popularity of [Autobytel's YouTube channel](#) demonstrates the quality of and demand for the company's experienced editor's video reviews of new cars.

In a renewed effort to offer enhanced consumer content, Autobytel® redesigned its website last year, and hired Editor-in-Chief Michelle Naranjo to include exclusive editorial content including [new car reviews](#), vehicle sneak peeks and industry insights. [Autobytel® videos](#) are part of the effort.

"As *Your Lifetime Automotive Advisor*, Autobytel's goal is to offer the consumer the most comprehensive automotive information available," said Autobytel Inc. President and Chief Executive Officer, Jeffrey H. Coats. "Our one million YouTube view milestone underscores our commitment to providing the consumer with the automotive content they want, the way they want it. Whether it is written reviews or video, we have a wide variety of exclusive automotive information developed specifically for consumers either in the market to purchase a car or if they are just browsing."

In three months, Autobytel's YouTube channel has amassed 1,176,524 video views, 1,579 subscribers and 2,279 likes. In addition to new car reviews, Autobytel's YouTube channel also offers [auto show coverage](#), industry interviews, concept car videos, test drives, road tests, track testing and in-depth technical videos.

"We believe people like our hands-on, personable editorial approach," shared Michelle Naranjo, Editor-in-Chief, [Autobytel.com](#). "The Autobytel® video team has developed more than 200 videos, and will continue to test, drive, comment and share valuable automotive information with consumers."

To view Autobytel's YouTube channel or for in-depth editorial car reviews and automotive industry information, visit the web at [www.autobytel.com](#).

**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](#) 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 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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Source: Autobytel Inc.

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