



June 19, 2012

Autobytel Launches New Mobile Website

Sponsored by Subaru of America, Unique Mobile Features and Capabilities Highlight Consumer Offering

IRVINE, Calif.--(BUSINESS WIRE)-- Mobile usage is on the rise and Autobytel Inc. (Nasdaq: ABTL), the company dedicated to helping dealers and car buyers connect online, is meeting the need by launching a dedicated mobile version of its popular website. According to the Cisco® Visual Networking Index (VNI) Global Mobile Data Traffic Forecast Update, global mobile data traffic grew more than double in 2011 as it has done for four consecutive years. Autobytel's unique mobile experience will be sponsored exclusively by [Subaru of America](#) during the first phase of a multi-phase launch.

A recent Mobile Commerce Study by Adobe noted that for a wide range of mobile shopping activities such as researching products and comparing prices, the majority of respondents favored using browsers versus downloadable mobile apps. Two-thirds of the respondents say they preferred browsers to apps for accessing product and other shopping content. The importance of customized browser access was further echoed at this year's IAB Annual Leadership Meeting, where it was stated that 61% of customers who visit a mobile unfriendly site are likely to go to a competitor's site.

Accordingly, Autobytel's mobile website was developed from the ground up with today's ever evolving mobile consumer in mind. Autobytel mobile boasts a clean look, is easy to navigate and includes many of the popular features on Autobytel's full website built specifically for the mobile environment. The site features everything car shoppers need to research, find and purchase a vehicle. A customized dealer directory allows consumers to find local dealers from a comprehensive list of all U.S. franchise dealers and display them via a convenient map viewing tool. Additional key features include new and used [vehicle research](#) through exclusive Autobytel vehicle reviews and [automotive industry news](#). The site also includes customized shopping tools such as a [used car finder](#), [car calculators](#) and the ability to determine used car values along with the capability to submit purchase requests directly to dealers.

After reviewing the comprehensive mobile site during development, Subaru of America approached Autobytel to become a sponsor. "Understanding the importance of mobile, Subaru made the decision to strategically partner with Autobytel to target consumers while they are in the decision making process via their mobile devices," said Rob Font, Manager, National Digital Communications of Subaru. "Naturally, we reached out to Autobytel as an internet leader to investigate their plans for mobile. We were delighted to find out they were developing a mobile site and saw a natural fit that complements our ongoing mobile strategy."

Under the agreement, Subaru of America will be the only advertiser on Autobytel's new mobile website until September.

"Autobytel is pleased to have Subaru join our mobile endeavor as we broaden our consumer offerings and audience through this dynamic platform," said Jeffrey H. Coats, President and CEO, Autobytel Inc. "Through mobile-friendly features which assist consumers while they research, buy, own, and/or sell their vehicle, we are able to expand upon our consumer promise to be **Your Lifetime Automotive Advisor™**

For more information about Autobytel, please visit www.Autobytel.com. Watch exclusive videos on [Autobytel's YouTube page](#) or join the conversation on the [Autobytel Facebook Fan Page](#).

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 its flagship website, [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, network of automotive sites and 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>.

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

Source: Autobytel Inc.

News Provided by Acquire Media