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Autobytel® YouTube Channel Reaches 2.5 Million Views in May

Popular Automotive Video Channel Continues to Gain Popularity

IRVINE, Calif.--(BUSINESS WIRE)-- **Autobytel Inc. (Nasdaq: [ABTL](#))** — Launched in December 2011, the [Autobytel YouTube Channel](#) has garnered more than 2.5 million views in less than six months. Autobytel Inc., the company dedicated to helping dealers and car buyers connect online, established its public YouTube presence on December 12, 2011, in order to share new car reviews, auto show coverage, vehicle sneak peeks, automotive events and industry insights.

"Reaching 2.5 million YouTube views in less than six months is very meaningful to us," said Autobytel Inc. Chief Executive Officer and President, Jeffrey H. Coats. "We aim to create videos and editorial content for every consumer; from someone buying their first car, to a family upgrading to an SUV/Minivan, to someone searching for their next luxury vehicle. This milestone confirms we are providing content to a wide range of consumers."

The Autobytel YouTube Channel currently boasts nearly 300 videos developed by the Autobytel editorial team, with over two hundred, 2012 make/model reviews. As of June 1, 2012, the channel had amassed 2,544,834 video views and 2,934 subscribers. Last week alone, the channel realized 184,156 views; 103,411 of those were unique views. The majority of viewers are from the United States between the ages of 35-54.

The top ten all-time Autobytel videos include:

1. [2013 Hyundai Genesis Coupe Test Drive & Car Review](#) 110,073 views
2. [2012 Subaru Impreza WRX STi Test Drive & Car Review](#) 81,227 views
3. [2012 BMW 3-Series Test Drive & Luxury Car Review](#) 47,050 views
4. [2012 Hyundai Veloster Test Drive & Car Review](#) 43,755 views
5. [2012 BMW 5-Series Road Test & Car Review](#) 42,850 views
6. [2012 Mitsubishi Lancer Test Drive & Car Review](#) 41,458 views
7. [2012 Volkswagen Touareg Test Drive & SUV Review](#) 39,008 views
8. [2012 Ford F-150 EcoBoost Test Drive & Car Review](#) 37,522 views
9. [2012 Jeep Wrangler Unlimited Test Drive & SUV Review](#) 35,647 views
10. [2012 Subaru Forester XT Test Drive & Crossover SUV Review](#) 35,051 views

According to Michelle Naranjo, editor in chief, [Autobytel.com](#), "We want to help consumers find the right car by providing them with fun, informative and comprehensive videos. We 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.

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](#), 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, its 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>

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