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Autobytel Used Car Advertising Receives Top Rating for Dealer Satisfaction by DrivingSales

Fresh off a third consecutive win for Highest Rated New Car Leads from DrivingSales, dealers also select Autobytel Used Car Advertising as Top Rated

IRVINE, Calif., Jan. 27, 2017 (GLOBE NEWSWIRE) -- Autobytel Inc. (Nasdaq:ABTL), a pioneer and leading provider of online automotive services connecting consumers with dealers, announced it has been named "Top Rated" for Dealer Satisfaction in the DrivingSales Used Car Advertising category.

The company also received the "Highest Rated" New Car Leads Award in the eighth annual DrivingSales [Dealer Satisfaction Awards](#). The awards, presented at a special event on January 27th in conjunction with the 2017 National Automobile Dealers Association (NADA) Convention & Expo, are based on DrivingSales Vendor Ratings, which comprise 35,000 validated user reviews. Autobytel edged near the top in Used Car Advertising placing second (2nd) overall.

DrivingSales Vendor Ratings is a neutral, comprehensive vendor rating forum featuring real-time peer reviews and competitor comparisons, and provides dealerships with important information from actual customers who have hands-on experience using vendor products/solutions in their stores. Each rating is verified from actual dealership employees.

Autobytel's Used Car Program, featuring performance-based marketing, allows dealers to list their entire used car inventory on Autobytel's network of sites with no listing fees.* Dealers only pay for the leads they receive through the program with no subscription fees.* Member dealers have access to a greater range of high-quality, in-market used car shoppers.

"Like our new car leads, dealers have once again weighed in and given our used car program a top rating," said Jeff Coats, president and CEO of Autobytel Inc. "Dealers are our DNA. We were founded by a former car dealer over 20 years ago, and since that time, our goal and focus is to provide our partners with products and services that help them sell more cars. It's that simple. We're extremely proud to be rated as a top used car advertising program and we sincerely appreciate the dealers who took the time to provide their input. It means a lot."

In addition to quality new and used car leads, the company offers the AutoWeb paid search solution that drives quality website traffic to dealers and manufacturers; TextShield[®], the premier lead management system for text; and tools that convert website visits into showroom visits, including WebLeads+ featuring Instant Retargeting, Payment Pro[®], and SaleMove[®] Virtual Showroom Technology.

Autobytel consistently ranks as a top quality digital automotive leader. Autobytel has been awarded Highest Rated New Car Leads in the DrivingSales Dealer Satisfaction Awards for three consecutive years (2014, 2015, and 2016) as well as Top Rated for Used Car Advertising for 2016. It was also named a Gold New Vehicle Lead provider by Auto Dealer Monthly and both a Power 250 Company and a Major Player in the Used Car Industry by Auto Remarketing Magazine.

Visit <http://dealer.autobytel.com/> to learn about the company's leading automotive industry products and services.

Follow Autobytel on Facebook, Twitter, Google+, and YouTube to stay connected to the company's latest news.

*Available in most states.

About Autobytel Inc.

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive Internet in 1995 with its flagship website <http://www.autobytel.com/> and has since 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.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing the online registration form at investor.autobytel.com/alerts.cfm.

About DrivingSales

DrivingSales serves automotive retailers with an integrated suite of technology, knowledge, community and performance insight designed to advance the success of retail professionals and their dealerships. Founded by a third-generation car dealer in 2008, today DrivingSales is utilized by two-thirds of franchised dealerships in North America as a resource to improve their business performance.

To learn more about the DrivingSales community, news, dealer education or performance analytics visit DrivingSales.com.

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