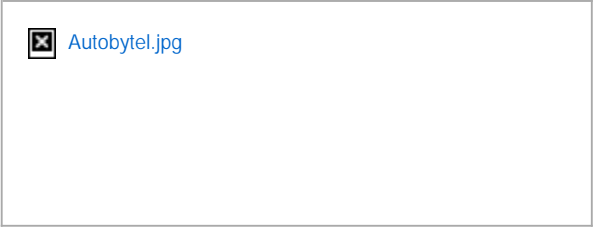



April 25, 2017

Over 1.5 Million Vehicles Sold in the U.S. Were Purchased by Autobytel Consumers

IRVINE, Calif., April 25, 2017 (GLOBE NEWSWIRE) -- Autobytel Inc. (NASDAQ:ABTL), a pioneer and leading provider of online automotive services connecting consumers with dealers, today announced that consumers submitting leads through the Autobytel network resulted in an estimated **748,404 (or over 5%)** of all light vehicle retail **new cars** sold from January to December 2016, and an estimated **837,430 (or over 2%)** of all light vehicle retail **used cars** sold during that same time period. In all, it's estimated that over 1.5 million light vehicle retail sales last year were attributable to consumers who submitted leads through the Autobytel network.

"We continue to be a main driver of new and used car sales for dealers and manufacturers across the U.S. because, simply put, Autobytel consumers buy cars," said Jeff Coats, president and CEO of Autobytel Inc. "In addition to high-quality leads, we have a full suite of products - including our AutoWeb Traffic solution - that drives website traffic, increases brand awareness, and enables the industry to reach and engage with a broader range of in-market consumers."



 Autobytel.jpg

Autobytel obtains vehicle registration data from a third party provider to estimate sales attributable to consumers who submitted leads through the Autobytel network. Estimated sales are calculated using matches of vehicle registrations to leads delivered by Autobytel within 90 days prior to the vehicle registration date.

The following chart shows the top ten OEMs by estimated retail new vehicle sales attributable to Autobytel consumers as a percentage of each OEM's 2016 retail new vehicle sales.

Estimated Sales to Autobytel Consumers as % of 2016 OEM Retail Sales	
Make	% of OEM Sales
GENESIS	9.34%
KIA	8.43%
HYUNDAI	7.78%
MAZDA	7.55%
SUBARU	7.45%
HONDA	6.69%
NISSAN	6.31%
MITSUBISHI	6.15%
TOYOTA	6.05%
BUICK	5.97%

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.

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.

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