



*Editorial Note: This study by Autobyte represents a presentation of the significant accomplishments for the company and is an eye-opening aggregation of the impact of Autobyte’s contribution to automotive dealer sales and marketing in the past 3 years..*

May 1, 2014

## **Autobyte Consumer Leads Result in Over 500,000 New Vehicles Sold in 2013**

*Study Shows Autobyte Leads Accounted for Almost 4% of All New Vehicle Retail Sales in 2013*

IRVINE, Calif., May 1, 2014 (GLOBE NEWSWIRE) -- Autobyte Inc. (Nasdaq:ABTL), pioneer of the automotive Internet and the company dedicated to connecting automotive consumers with dealers, today announced that consumers submitting leads sold by the company accounted for new vehicle retail sales of 501,688 in 2013, which makes over 1.3 million new vehicles sold from Autobyte leads just since 2011. Incredibly, 3.93% of all retail new vehicle sales in the United States in 2013 were from consumers who submitted a lead through the Autobyte network.

### **Autobyte New Vehicle Retail Sales**

Year	% of OEM Sales	Sales from ABTL Volume
2011	3.78%	388,578
2012	3.72%	435,221
2013	3.93%	501,688

Note: Data in this release does not include any sales results from the recent AutoUSA acquisition

Autobyte recently completed its analysis in collaboration with IHS Automotive, part of IHS Inc. (NYSE:IHS), the leading global source of information, insight and analytics. IHS acquired R. L. Polk & Co. in 2013. The analysis showed that consumers who submitted leads sold by Autobyte to dealers accounted for a combined total of 2,722,107 new and used vehicle registrations from 2011 to 2013.

### **Autobyte Vehicle Sales**

Year	Autobyte New Car Retail Sales	Autobyte Used Car Sales	Total Autobyte Sales
2011	388,578	443,275	831,853
2012	435,221	469,422	904,643
2013	501,688	483,923	985,611
<b>Total</b>	<b>1,325,487</b>	<b>1,396,620</b>	<b>2,722,107</b>



"These numbers demonstrate just how critically important independent third-party automotive websites like [Autobytel.com](http://Autobytel.com) are for consumers who rely on unbiased information to help them buy vehicles intelligently and easily," said Jeff Coats, president and CEO of Autobytel Inc. "This fact was true in 1995 when Autobytel pioneered online vehicle research and shopping and it remains true today. Third- party leads continue to be an essential component and a main driver of business for dealership sales operations throughout the U.S."

The following table shows the percentage of retail new vehicle sales that resulted from Autobytel leads for some major brands:

#### Sales from Autobytel Leads as % of 2013 OEM Retail Sales

Make	% of OEM Sales
HYUNDAI	6.20%
KIA	6.05%
MAZDA	5.80%
SUBARU	5.61%
NISSAN	5.30%
TOYOTA	5.04%
HONDA	4.55%
MITSUBISHI	4.43%
VOLVO	4.42%
VOLKSWAGEN	3.99%
<b>Industry Average</b>	<b>3.93%</b>
BUICK	3.88%
CHEVROLET	3.22%
FORD	2.96%
CHRYSLER Brands	2.18%

Note: With the exception of Chrysler, the brands listed in the above chart do not include other brands in the group - i.e. Honda does not include Acura. Charts accompanying this release are available at <http://media.globenewswire.com/cache/29813/file/26136.pdf>

"We touch a significant amount of consumers each year who are more concerned about the overall experience we offer than by getting the absolute lowest price, according to feedback from our dealers," said Coats. "This means a better experience for all parties involved. And with our recent acquisition of AutoUSA, our retail footprint is even larger enabling us to focus on the original mission of our company - having been founded by a former car dealer - of improving the car buying process for dealers and consumers alike."

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States and offers consumers robust and original online automotive content to help them make informed car-buying decisions. [www.autobytel.com](http://www.autobytel.com) has helped automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers and every major automaker market its brand online. For Autobytel news releases and invitations to special events access the online registration form at [investor.autobytel.com/alerts.cfm](http://investor.autobytel.com/alerts.cfm).