



Bringing Consumers and
Dealers Together Since 1995

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

Irvine, California –April 2017 – 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 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%

To find out why and how the Autobytel accomplished this for dealers, go now to <http://dealer.autobytel.com/> and see the lead generation, management, and sales resources.

Two other sites for details about Autobytel/AutoWeb consumer buying services and information <http://www.autobytel.com/>

More Resources for Dealers, Consumers, Investors from Autobytel:

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

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.

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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