

FEATURED PRESS RELEASE ON AUTOMOTIVE DIGEST

Chad Bravender of Larry H. Miller Honda Named the Autobytel Dealer of the Month for May 2014

Autobytel Dealer Awards Program honors exceptional dealers for outstanding Internet lead management and customer service standards.

July 2014

Autobytel Inc. (Nasdaq:ABTL), pioneer of the automotive Internet and the company dedicated to connecting automotive consumers with dealers, has named **Chad Bravender**, General Manager of **Larry H. Miller Honda** in Boise, Idaho, the **Autobytel Dealer of the Month for May 2014**.

The company's Dealer Awards Program honors exceptional [#ABTLDealerStars](#) who employ the highest standards in customer service and Internet automotive retail sales and lead management processes.



The Autobytel 2014 Dealer of the Year

Award is slated to be announced in January 2015 at the NADA Convention & Expo in San Francisco - when Autobytel officially celebrates its 20th Anniversary - with the crowning dealer chosen from this year's pool of monthly winners.

Chad joins John Walters of Lexus of Naperville in Naperville, Illinois; Frank Carrasquillo of Mercedes-Benz in Naples, Florida; and Chris Baughman of Sunset Honda in San Luis Obispo, California - who were named earlier 2014 Autobytel Dealer of the Month winners - in that pool of candidates.

"Chad and the Larry Miller Honda team understand the importance of response times, process, and accountability when it comes to best serving today's Internet customers," said Jeff Coats, President and CEO of Autobytel Inc. "Their close rates are consistently high and they've optimized their internal processes to become the number one Honda dealership in the state of Idaho, which speaks volumes to their commitment to excellence in customer service."

Chad Bravender of Larry H. Miller Honda Named the Autobytel Dealer of the Month for May 2014

Each month, Autobytel's sales and dealer operations teams evaluate prospective candidates from a competitive field of thousands of automotive retailers in the Autobytel network, with a monthly winner selected based on key online automotive best practices. The company launched its Dealer Awards Program at the beginning of 2013, honoring monthly winners throughout the year and in markets throughout the U.S.

Criteria evaluated for the Autobytel Dealer Awards Program include *conversion rates, lead management processes, customer service principles, customer and brand retention analytics* and *Internet department practices*, among others.

"It's an honor to be named the Autobytel Dealer of the Month," said Bravender. "We track performance to make sure our customers are taken care of, and we make sure we have the highest close rate possible, so it's nice to be noticed for the great work we're doing."

Bravender offered his advice to other retailers when it comes to best practices in Internet lead management.

"Response time is really important. Also, pay attention to the details of the leads, monitor the leads, watch what comes in, and make sure customer questions are answered properly and that they're getting all the right info," Bravender said.

Larry H. Miller Honda is located in Boise, Idaho, and serves customers in southern Idaho, parts of Twin Falls, Boise, and the surrounding suburbs. Bravender has been with the Larry Miller Group for 15 years. The group has 54 stores and operates out of 6 western states.

For more information about the Autobytel Dealer Awards program, visit the "Dealer Corner" at <http://dealer.autobytel.com>. To learn more about the May 2014 Autobytel Dealer of the Month, Chad Bravender, visit <http://dealer.autobytel.com/dealer-corner/autobytel-dealer-spotlight-chad-bravender-larry-miller-honda/>.

Visit www.autobytel.com to learn about the company's leading automotive information and products and services. Follow us on [Facebook](#), [Twitter](#), [Google+](#) and [YouTube](#) to stay connected to our 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 and offers consumers robust and original online automotive content to help them make informed car-buying decisions.