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AUTOBYTEL AND AUTOPACIFIC ANNOUNCE 2012 VEHICLE SATISFACTION AWARDS

*Largest National Survey of Automotive Owners Reveals Top Vehicles Based on Satisfaction
Cadillac Escalade Takes Top Spot for Overall Satisfaction*

Irvine, Calif. (May 24, 2012) – Autobytel Inc. (Nasdaq: [ABTL](#)), the company dedicated to helping dealers and car-buyers connect online, and AutoPacific, an automotive marketing research and product-consulting firm, today announced the 16th annual Vehicle Satisfaction Awards. Based on the largest single-model-year survey of automotive owners, the Vehicle Satisfaction Awards are designed to help consumers make informed vehicle purchase decisions with a true “word of mouth” survey. More than 75,000 vehicle owners across all major manufacturers were surveyed based on their satisfaction of the current vehicle they own.

According to George Peterson, president of AutoPacific, “In today’s market, it’s difficult to find a low-quality vehicle. The quality of vehicles from all manufacturers has risen to the highest level in history and what delineates a car or truck is owner satisfaction.” He continued, “Consumer purchases are often influenced by objective awards especially when they are based on consumer sentiment. It was our goal to get the input from as many consumers as possible because ultimately, it’s the consumer’s opinion that counts.”

Autobytel and AutoPacific's Vehicle Satisfaction survey measures how satisfied an owner is with his or her new vehicle. New vehicle owners provide input on 48 individual attributes that objectively measure the ownership experience such as driver’s seat comfort, power and acceleration, interior styling, exterior styling, cargo space/capacity, ease of getting in and out, and quietness inside the vehicle.

“With hundreds of 2012 model year vehicles available, consumers need assistance to find a vehicle that’s right for them,” said Autobytel Inc. President and Chief Executive Officer, Jeffrey H. Coats. “The 48 vehicle attributes we survey is detailed information that only a vehicle owner

can provide, and that most consumers would want to know. Cars that score highest in the Vehicle Satisfaction survey appear to be delivering the highest value and consumer satisfaction across a wide range of attributes.” He added, “We are pleased to announce this year’s winners and congratulate them on their ongoing commitment to customer satisfaction.”

Autobytel and AutoPacific Highest Satisfaction Premium Brand (2012 Model Year)

Mercedes-Benz

Autobytel and AutoPacific Highest Satisfaction Popular Brand (2012 Model Year)

Buick

Category Winners

Passenger Cars:

Autobytel and AutoPacific Top Rated Premium Luxury Car	2012 Mercedes-Benz S-Class
Autobytel and AutoPacific Top Rated Aspirational Luxury Car	2012 Mercedes-Benz C-Class
Autobytel and AutoPacific Top Rated Luxury Mid-Size Car	2012 Lincoln MKZ
Autobytel and AutoPacific Top Rated Large Car	2012 Chrysler 300
Autobytel and AutoPacific Top Rated Premium Mid-Size Car	2012 Volkswagen Passat
Autobytel and AutoPacific Top Rated Mid-Size Car	2012 Subaru Legacy
Autobytel and AutoPacific Top Rated Premium Compact Car	2012 Volkswagen GTI
Autobytel and AutoPacific Top Rated Compact Car	2012 Volkswagen Beetle
Autobytel and AutoPacific Top Rated Economy	2012 Chevrolet Sonic
Autobytel and AutoPacific Top Rated Sports Car	2012 Chevrolet Corvette
Autobytel and AutoPacific Top Rated Sporty Car	2012 Scion tC
Autobytel and AutoPacific Top Rated Hybrid/EV Car	2012 Hyundai Sonata Hybrid

Light Trucks:

Autobytel and AutoPacific Top Rated Heavy Duty Pickup	2012 Ford F-Series Super Duty
Autobytel and AutoPacific Top Rated Large Light Duty Pickup	2012 Ford F-150
Autobytel and AutoPacific Top Rated Compact Pickup	2012 Nissan Frontier
Autobytel and AutoPacific Top Rated Luxury Sport Utility Vehicle	2012 Cadillac Escalade

Autobytel and AutoPacific Top Rated Large Sport Utility Vehicle	2012 GMC Yukon
Autobytel and AutoPacific Top Rated Premium Mid-Size Sport Utility Vehicle	2012 Jeep Grand Cherokee
Autobytel and AutoPacific Top Rated Premium Luxury Crossover SUV	2012 Mercedes-Benz ML
Autobytel and AutoPacific Top Rated Luxury Crossover SUV	2012 Cadillac SRX
Autobytel and AutoPacific Top Rated Large Crossover SUV	2012 Chevrolet Traverse
Autobytel and AutoPacific Top Rated Premium Mid-Size Crossover SUV	2012 Honda Pilot
Autobytel and AutoPacific Top Rated Mid-Size Crossover SUV	2012 Honda CR-V
Autobytel and AutoPacific Top Rated Compact Crossover SUV	2012 Volkswagen Tiguan
Autobytel and AutoPacific Top Rated Minivan	2012 Honda Odyssey
Autobytel and AutoPacific Top Rated Hybrid/EV Truck / SUV	2012 Lexus RX450h Hybrid

Additionally, the vehicle - car or truck - registering the highest overall satisfaction in 2012 is the Cadillac Escalade Luxury SUV.

While Buick and Mercedes-Benz took the top spots as overall winners for the highest satisfaction brands, multiple top-ranked award winners include General Motors with six awards; Mercedes-Benz with three awards; Volkswagen with four awards; and Honda with three awards.

For more information about Autobytel and AutoPacific's Vehicle Satisfaction Awards, please visit www.Autobytel.com. Watch exclusive videos on Autobytel's YouTube page <http://www.youtube.com/user/autobytel> or join the conversation on the Autobytel Facebook Fanpage at www.facebook.com/autobytel.

About Autobytel Inc.

Autobytel Inc., an online leader offering consumer purchase requests and marketing resources to car dealers and manufacturers and providing consumers with the information they need to purchase new and used cars, pioneered the automotive Internet when it launched [autobytel.com](http://www.autobytel.com) in 1995. Autobytel continues to offer innovative products and services to help consumers buy, and auto dealers and manufacturers sell, more used and new cars. Autobytel has 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. Through its flagship website [autobytel.com](http://www.autobytel.com), its network of automotive sites and its respected online affiliates, Autobytel continues its dedication to innovating the industry's highest quality Internet programs to provide consumers with a comprehensive and positive automotive research and purchasing experience, and auto dealers, dealer groups and auto manufacturers with some of the industry's most productive and cost-effective customer referral and marketing programs.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing our online signup form at <http://investor.autobytel.com/alerts.cfm>

About AutoPacific (www.autopacific.com)

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary research and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com> and <http://vehiclevoice.com/>

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