



Autobytel Salutes Automotive News' 2004 "Innovative Dealers" at National Automobile Dealers Association Convention 2005

Company Offers Special Congratulations to Innovative Dealers Who Use Autobytel Tools and Services; Sponsors Automotive News Reception at NADA

IRVINE, CA ([PRWEB](#)) January 27, 2005 -- As it marks its 10th anniversary of auto marketing innovation, Autobytel salutes Automotive News' "Innovative Dealers" for 2004. This prestigious industry distinction is presented to the ten automotive dealers nationwide who have introduced breakthrough strategies to market more efficiently and serve customers more effectively. Autobytel Inc. is an official sponsor of this year's "Innovative Dealer" ceremony, which will be held at the 2005 NADA conference in New Orleans.

"As a company whose success has always depended on forward-thinking retailers, Autobytel salutes Automotive News' 2004 Innovative Dealers," said Autobytel President and CEO Jeffrey Schwartz. "Thanks to dealers' creativity and vision, there have been more profound and positive changes in the franchise retailing system in the past decade than there have been in its 100-year-plus history."

Schwartz notes that Autobytel has a proud history of working with Automotive News' Innovative Dealers. In fact, 11 dealers who currently utilize Autobytel products or services have received the distinction since 2002.

"We're proud to work with some of the most innovative retailers in the business," added Schwartz. "Thanks to them and to all the innovative dealers out there, our industry has become dramatically more responsive, efficient, and successful."

Dealers Invited to Help Autobytel Celebrate 10 Years of Innovation

In its ongoing efforts to help dealers capitalize on an increasingly Internet-influenced and Internet-savvy car buying market, Autobytel will be offering free Performance Coaching seminars, based on the best practices of the Nation's most successful Internet dealers at the NADA trade show 2005, booth #4542. Dealers are also invited to enjoy champagne, cake and prizes as Autobytel celebrates 10 years of working with the most innovative dealers in the business.

About Autobytel Inc.

Autobytel Inc. (Nasdaq: ABTLE), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites [www.Autobytel.com](#), [www.Autoweb.com](#), [www.Car.com](#), [www.Carsmart.com](#) and [www.AutoSite.com](#), as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc. (RPM*), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. As the Internet's largest new car buying service, Autobytel generates over a billion dollars a month in car sales for dealers through its services and was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel's car-selling sites and lead management products are used by more of the nation's top-100 e-dealers than any other program.



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