



## **Autobytel Joins with NAMAD to Help Minority Dealerships Sell More Cars, More Cost-Efficiently**

*Autobytel is Exclusive Partner in Wide-Ranging Digital Marketing Alliance*

**Irvine, CA and Lanham, MD – July 12, 2010** - Autobytel Inc. (Nasdaq: [ABTL](#)), a leader in providing online consumer leads and marketing resources to the auto industry, and NAMAD, the National Association of Minority Automobile Dealers ([www.namad.org](http://www.namad.org)), today announced an exclusive and wide-ranging marketing alliance specifically designed to help NAMAD member dealers sell more cars using proven digital marketing methods.

“The challenges of today’s economy have hit many of our members the hardest and, as car sales begin their slow recovery, it is critically important for NAMAD members to have frontline access to innovative services that help them sell more cars, more cost-efficiently,” said NAMAD President Damon Lester. “With Autobytel, we have a partner who can not only drive more consumers to our member dealerships, but also provide them with the tools, services and online content to help convert those shoppers into car buyers.”

The flagship program of the alliance is a customized consumer purchase request program that provides NAMAD members with all the benefits of Autobytel’s leading innovative customer generation services. The program includes *iControl by autobytel<sup>sm</sup>*; Autobytel’s pay-for-performance *Used Car Program*; lead treatments such as *Rapid Response*, *Email Manager*, and *Custom Messaging*, as well as Autobytel’s in-dealership Internet Process training.

“Autobytel is honored to have been named the exclusive third-party lead provider for NAMAD and to have the opportunity to work with this progressive organization to help member dealers thrive in the digital economy,” said Autobytel President and CEO Jeff Coats. “We are looking forward to both supporting NAMAD in many of its outreach activities and to receiving valuable feedback from its members.” Coats added, “In addition, to further facilitate our alliance, Autobytel will be working with NAMAD on a series of membership surveys and studies to provide insights into key consumer and dealership trends in NAMAD member communities.”

### **About NAMAD**

The National Association of Minority Automobile Dealers (NAMAD) is a 501(c)(3) non-profit, tax-exempt organization headquartered in the Washington, D.C. area. Founded in 1980, NAMAD is committed to increasing opportunities for ethnic minorities in all aspects of the automotive industry. NAMAD seeks to ensure the presence of a

meaningful, representative number of minority entrepreneurs and employees in the retail sales, supplier and service sectors, and the manufacturing ranks. For more information, please visit [www.namad.org](http://www.namad.org).

### **About Autobytel**

Autobytel Inc. (NASDAQ: [ABTL](#)), a leader in providing online consumer leads and marketing resources to [car dealers](#) and manufacturers, pioneered the automotive Internet when it launched [autobytel.com](#) in 1995. Today, the company is continuing to offer innovative products and services to help auto dealers and manufacturers sell more new and [used 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](#)<sup>®</sup>, its network of automotive sites including [Autoweb.com](#)<sup>®</sup>, [AutoSite.com](#)<sup>®</sup>, Car.com<sup>sm</sup>, [CarSmart.com](#)<sup>®</sup>, [CarTV.com](#)<sup>®</sup>, and [MyRide.com](#)<sup>®</sup>, and its respected online partners, 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 one of the industry's most productive and cost-effective customer referral and marketing programs.

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