

Consumers can Walk a 70-Acre Virtual Car Lot in Breakthrough Online Car-Buying Test from General Motors and Autobyte.com

D.C.- metro area residents to preview revolutionary way to shop for a Chevrolet

Washington, D.C. - May 2, 2001 - Shopping for a new car, truck or van has become easier for consumers looking for a Chevrolet in the Washington, D.C.-metro area. For the first time, thanks to an agreement between General Motors and Autobyte.com to conduct a 90-day test that began May 1, consumers logging onto Autobyte.com can virtually walk a 70-acre car lot, seeing up to 6,000 in-stock vehicles at all 22 D.C.-area Chevrolet dealers.

Chevy buyers in the D.C. area can log on at www.autobyte.com/showroom and view photos, specific vehicle information and even an e-price of actual cars and trucks on dealer lots. After selecting a vehicle, consumers can choose any of the area's 22 Chevrolet dealers to finalize the purchase.

This locate-to-order test was first announced in February as part of a General Motors initiative to work with its dealers to respond to consumers who wish to shop for vehicles online. GM is responding to research that shows that consumers have a 3 to 1 preference for all makes, all model sites, like Autobyte.com, which offer buyers unbiased information and an objective, haggle-free buying process.

"It takes the guess work out of car shopping. Consumers don't have to wonder if a car or truck exists or drive to five dealerships to find it," said Neil Kopit of Criswell Chevrolet in Gaithersburg, Maryland

The online test creates a virtual car lot comprised of thousands of vehicles posted by 22 local Washington, D.C. metro area dealerships. Physically, it would take approximately 70 acres of land (304,900 square feet), nearly four times the size of the White House grounds, to offer consumers this kind of inventory in one place. Taking it to the Internet means consumers don't have to drive hundreds of miles to several different area dealerships, saving hours of hassle, not to mention gallons of gas.

Individuals with a zip code in Washington, D.C., Northern Virginia and Southern Maryland will be able to log on and participate in the test. GM selected the region to

preview this locate-to-order system because there is a high level of Internet usage in the area and many people who live in the area shop for cars online.

"If I were to pick an area in the country for testing a new information service like this, I would certainly pick Washington, D.C.," said Dr. C. Dianne Martin, Director, Cyberspace Policy Institute at George Washington University. "The area has a very affluent population that is technologically savvy and has actually already been buying cars in non-traditional ways."

The test will not affect any of the options available to online buyers of non-Chevrolet products.

About General Motors

General Motors (NYSE: GM), the world's largest vehicle manufacturer, designs, builds and markets cars and trucks worldwide. In 2000, GM earned \$5 billion on sales of \$183.3 billion. It employs about 386,000 people globally. GM is investing aggressively in high technology and e-business within its global automotive operations and through such initiatives as e-GM, GM BuyPower, OnStar and its Hughes Electronics Corp. (NYSE: GMH) subsidiary. GM also operates one of the world's largest and most successful financial institutions, GMAC. More information on General Motors can be found at www.gm.com.

About Autobytel Inc.

Autobytel Inc. (Nasdaq: ABTL), 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 Autobytel.com, Autoweb.com, Carsmart.com, Car.com and 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 2003, 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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and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect operating results and the market price of our stock.

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