



**Brian Chee**

*Chief Automotive Analyst*

*In our surveys, 60% say that high [fuel] prices are changing how they drive and what they buy. Fuel economy is becoming an important criterion. Going to the gas station twice a week is becoming unacceptable.*

— Brian Chee, *Los Angeles Times*

**AREAS OF EXPERTISE**

Veteran automotive industry analyst, vehicle reviewer and blogger with insight into all new and used vehicles available in U.S. market, as well as late-breaking car-buying and ownership issues. Particular areas of expertise include: green autos, hybrids and new technologies, alternative fuels, insider consumer buying advice, driving trends, auto shows, concept cars and online consumer dynamics. Additionally, how the Internet can enhance the automotive experience for consumers, through blogging and social networking, as well as how it can improve the vehicle, parts and accessories research and buying process.

**Industry Issues**

- Consumer opinion, buying trends and industry insight on green trends including hybrids, electric vehicles and alternative fuels
- Hard-hitting opinions about automaker strategies, new makes/models, emerging technologies, and auto show concepts and debuts
- Expert consumer advice on every aspect of vehicle purchasing and ownership – from new and used vehicle buying, to financing, insurance and maintenance
- Best values in the current new-vehicle marketplace – not just the cheapest cars, but the best overall deals (factoring in today’s top-line concerns like fuel-efficiency and safety)
- Best vehicle options for real-world driving priorities – e.g., fun, affordability, teen driving, saving money at the pump, family transportation, and more
- Driving forces that are shaping current consumer buying decisions – what consumers are buying and why
- Unique trends, tastes and habits of online car buyers, based on analysis of the research and buying decisions made by Autobyte’s millions of active monthly online shoppers as well as MyRide.com Consumer Voice polls

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## **MEDIA EXPERIENCE**

Chee is a sought-after automotive expert by the broadcast, online and print media, for his cutting edge expert commentary on the latest industry and vehicle trends. His analysis and insight on topics ranging from the death of the minivan to consumer opinion of the Toyota Tundra has appeared in numerous leading media outlets including *The Wall Street Journal*, *Los Angeles Times*, *InStyle Magazine*, *Business Week*, *San Jose Mercury News*, *Arizona Republic*, *Associated Press*, *MotorTrend Radio*, *Entrepreneur Magazine's Personal Finance Pocket Guides*, *CBS Marketwatch*, *Fox News*, *Star-Ledger*, *MacroWorld Investor*, *Orange County Business Journal* and *Forbes*. Chee also regularly provides insight on industry issues for automotive trade publications such as *AutoRemarketing* and *AutoSuccess*.

## **BRIAN'S VEHICLE IDENTITY**

First car: 1974 *Mazda RX-3*

Current car: 2007 *Honda Civic Hybrid*

Dream car: The next car he drives

## **Bio**

The driving force behind the extensive consumer content found throughout Autobytel's network of consumer sites, Brian Chee now leads editorial initiatives on the company's new flagship consumer site, MyRide.com, the first fully integrated vertical search experience in the automotive space. He is responsible for writing, editing and planning content - a "beat" that includes vehicle reviews, auto show coverage, features, news and all things automotive blogs.

Chee describes himself as a "SoCal" car enthusiast - the kind who grades a car on how it performs in today's urban/suburban reality of daily traffic gridlock, rising fuel prices and fast-paced lifestyles. He is a member of the Automotive Press Association, the Motor Press Guild, and the California State University Advisory Board for Internet Writing.

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## **Contact Information for Scheduling Interviews**

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## **About Autobytel Inc.**

Since launching the first car-buying website in 1995, Autobytel Inc.'s (Nasdaq: ABTL) mission has been to empower automotive consumers with the tools and information they need to make smart, well-informed vehicle purchasing and ownership decisions. The company has helped millions of car shoppers and generated billions of dollars in car sales for dealers. Today, the company's innovative, consumer-driven flagship site, MyRide.com, expands the company's mission across the automotive purchase and ownership life cycle to meet the wide-ranging auto-related needs and interests of today's Internet-savvy automotive community. As the first vertical search experience for the automotive marketplace, MyRide.com delivers relevant, well-organized search results from across the web, integrated with entertaining multi-media and user-generated content on topics ranging from purchasing and aftermarket, to ownership and enthusiasm.

By providing a convenient and comprehensive automotive consumer experience across the purchase and ownership lifecycle, Autobytel provides new value and touch-points for automotive marketers. Through MyRide.com and Autobytel's marketing network, the company connects dealerships with a steady, diverse stream of exceptionally motivated, serious shoppers, while providing both dealers and manufacturers with precision-targeted brand and product marketing opportunities. The company's advanced web-based advertising and marketing programs also help dealers and manufacturers build relationships with customers, as well as help them to efficiently manage and convert online business.