

Competitive Analysis

Competitor	Owner	Business Model	Similarity with Autobytel	Other Services	Dealer Base	Performance (Referrals / Month)
Autobytel.com	Autobytel	Subscription fee	NA	NA	2,993	200,000
AutoVantage	Cendent (One of the largest membership, travel and real estate companies)	Direct Marketing,	E-mail dealer price to customer	24-hour emergency roadside assistance, Car care service, Multiple dealers	1,600	35,000
Microsoft's Car Point	Reynolds and Reynolds (Information management company, provide services to 90% of automotive retailers in North America to cut costs and keep track of customers)	Subscription fee (most of its functions like selling training and support were being performed by R&R on 30% revenue-sharing basis)	Training and support	Multiple dealers	2,400	110,000
Autoweb	Autoweb	Subscription fee + \$29 per customer referral	Same business model as Autobytel.	Multiple dealers	4,900 (including Canada)
AutoConnect	Manheim auctions (Subsidiary of Cox Enterprise) and Dealer Services Group of Automatic Data Processing (ADP), provides variety of products and services to more than 90% of US automotive dealer	Subscription fee + Reverse auction	Reverse auction, Multiple dealers	33,000
Cars.com	Cars.com, classified venture, drives traffic from 130 newspaper across the US	Content sponsorship
CarsDirect.com	Dell computers and other venture capitalists	Online retailing (low price guaranteed)	Cars directly delivered to the customers

Autobytel Customers

Retail Customer		Dealers
(+) Better price		(+) Lead generation
(+) No-haggle exp.		(+) Better conversion rate
(+) Convenience		(+) Cost saving
(+) Time saving		(+) Increase sales (and profit)
(+) Unbiased info.		(+) Exclusive territory
(-) Doesn't cutout dealer altogether		(-) Threat to margin
(-) Can't test drive (-)		(-) No commission on finance and insurance (-)
(-) Only hear from the dealer (-)		(-) Cultural shift for dealership
(-) Can't get final price online		(-) Damage to reputation