

## **New Car Buyers: Name Your Own Price For An Isuzu Amigo Through Priceline.com Auto Services And Get A \$3,000 Rebate**

**Isuzu becomes first auto manufacturer to strike rebate-based promotional deal with priceline.com Auto Services**

**There's never been a better time to save on a 1999 Isuzu Amigo**

NORWALK, Conn./CERRITOS, Calif.--(BUSINESS WIRE)--Jan. 19, 2000-- sport-utility vehicle. From now through February 15, new car buyers who use the Name Your Own Price™ service of priceline.com Auto Services to buy an Amigo will also receive a \$3,000 cash rebate and an exclusive, "Protection Plus" no-charge 2-year or 24,000 mile maintenance program direct from American Isuzu Motors. The rebate and maintenance program will apply to all Amigos purchased through priceline.com Auto Services regardless of the price accepted by a local dealership.

Isuzu is the first auto manufacturer to offer a Web site-based rebate program through priceline.com Auto Services LLC, a wholly owned subsidiary of priceline.com, Inc. New car buyers will see the \$3,000 rebate offer on the highlights page of priceline.com Auto Services' new car buying service ([www.priceline.com](http://www.priceline.com)) and on Isuzu's Web site ([www.isuzu.com](http://www.isuzu.com)). They can click a button and to get a fuller description of the Amigo line. Or, they can click on another button and make an offer for their own personally configured 1999 Amigo.

Priceline.com Auto Services assists the customer by showing both the dealer invoice (the price the dealer paid) and the suggested sticker, or "list" price for all cars. Once the customer configures a car and makes an offer, she also tells priceline.com Auto Services how far she's willing to travel to take delivery of the car. Priceline.com Auto Services then removes the customer's name, address and phone number and sends the offer to every factory authorized dealership in the geographic area selected by the customer. The first dealership to accept the customer's offer gets to sell the car at that price.

"Priceline.com Auto Services has established a reputation for attracting savvy new car buyers in search of savings," said Robert W. Reilly, Isuzu Senior Vice President and COO, Sport Utility Vehicles. "We believe that our Amigo rebate offer placed in this special Internet context will strike a chord with new car buyers across America and we look forward to exploring additional initiatives with priceline.com."

"Isuzu is one of the most innovative manufacturers when it comes to linking its Internet and physical world promotions," said Maryann Keller, president of priceline.com's Automotive Services Group and executive vice president of priceline.com Auto Services, LLC. "This ground-breaking use of priceline.com Auto Services represents an exciting new way to reach car-buying consumers."

Priceline.com Auto Services is unique among Internet car buying services in that it enables consumers to research a car or truck and anonymously fill in the price they want to pay for the vehicle. Priceline.com Auto Services distributes the offer to all factory authorized dealerships in the geographic area specified by the buyer. Because the offers are made anonymously, no car salesman calls to haggle or negotiate a different price. The first dealership to accept the consumer's price gets to sell the car.

Priceline.com Auto Services is also conducting a Florida market test with Ford Motor Company. Florida consumers who visit the Ford Web site can see all the Ford models and then use priceline.com Auto Services' Name Your Own Price™ service to make a purchase offer for the car of their choice. That offer is then distributed through priceline.com Auto Services to Ford dealerships in the consumer's area.

### About American Isuzu Motors

American Isuzu Motors Inc. is the U.S. distributor of Isuzu sport utility vehicles, commercial vehicles and diesel engines. For more information call (800) 662-2464 or point your browser to [www.isuzu.com](http://www.isuzu.com) on the worldwide web.

### About priceline.com

Priceline.com is the patented Internet pricing system that

enables consumers to achieve significant savings for goods and services. Priceline.com takes consumer offers and then presents them to sellers who can fill as much of that guaranteed demand as they wish at price points determined by buyers. Priceline.com's "virtual" business model allows for rapid scaling using the Internet. Because the Company electronically collects consumer demand, it can fill this demand directly with sellers or by using proprietary databases. Priceline.com does not maintain or warehouse inventories in any of its product lines.

This press release may contain forward-looking statements that are made pursuant to the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Expressions of future goals and similar expressions including, without limitation, "may," "will," "believes," "should," "could," "hope," "expects," "expected," "does not currently expect," "anticipates," "predicts," "potential," and "forecast," reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance of products and technologies and other factors described in the Company's filing with the Securities and Exchange Commission. The actual results may differ materially from any forward-looking statements due to such risks and uncertainties. The Company undertakes no obligations to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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