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Sonic Automotive Announces Promotion of Harry Harden to Chief Human Resources Officer

Harden Replaces Angela Broadway Upon Retirement

CHARLOTTE, N.C.--(BUSINESS WIRE)-- Sonic Automotive, Inc. (“Sonic’’ or the “Company”) (NYSE:SAH), a Fortune 500 Company and one of the nation’s largest automotive and powersports retailers, today announced the promotion of Harry Harden to Chief Human Resources Officer (CHRO), effective January 1, 2024. Harden replaces Angela Broadway who retired from the company on December 31, 2023.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240111647824/en/

Harry Harden, Chief Human Resources Officer, Sonic Automotive, Inc. (Photo: Business Wire)

Harry Harden first joined Sonic Automotive in 2001 as the company’s Vice President of Human Resources. Under his tenure, he built the company’s first human resources department and led the department for 14 years. Harden left Sonic Automotive in 2015 to work for RFJ Auto Partners and rejoined the Sonic family in 2021 when the company acquired RFJ Auto Partners. Since rejoining the company, Harry was instrumental in supporting the integration of RFJ dealerships into the company and served as the Vice President of Human Resources supporting one of the company’s franchise operation regions until his appointment as CHRO.

“Harry had a tremendous impact throughout his first tenure with our company and we are confident in his ability to add value to our teammate experience and serve as our CHRO,” said David B. Smith, Chairman and Chief Executive Officer of Sonic Automotive. “Many thanks to Angela Broadway, our company’s first CHRO, for her vision and dedication to help us create our exceptional teammate experience.”

“We were excited for Harry to rejoin our team in 2021 and believe his deep knowledge of our company’s operations enable him to hit the ground running as our CHRO,” said Jeff Dyke, President of Sonic Automotive. “We are incredibly grateful for Angela Broadway’s impact on our company’s teammate experience under her leadership as CHRO and wish her a very enjoyable retirement.”

Harden’s career in human resources spans the areas of HR operations, benefits, compliance, recruiting, and performance management, and will help further the company’s commitment to providing an exceptional teammate experience. Prior to joining Sonic

Automotive in 2001, he worked for Dyersburg Corporation and WestPoint Stevens, Inc. Harden has a Bachelor of Science in Business Administration from Auburn University.

“The opportunity to rejoin this leadership team and continue my career with Sonic Automotive was something I could not have imagined nor declined,” said Harry Harden, CHRO of Sonic Automotive. “The company has a unique focus on each teammate, where creating opportunities for success make it a special place. I am truly honored to be back at Sonic Automotive.”

About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is on a quest to become the most valuable diversified automotive retail and service brand in America. Our Company culture thrives on creating, innovating, and providing industry-leading guest experiences, driven by strategic investments in technology, teammates, and ideas that ultimately fulfill ownership dreams, enrich lives, and deliver happiness to our guests and teammates. As one of the largest automotive and powersports retailers in America, we are committed to delivering on this goal while pursuing expansive growth and taking progressive measures to be the leader in these categories. Our new platforms, programs, and people are set to drive the next generation of automotive and powersports guest experiences. More information about Sonic Automotive can be found at www.sonicautomotive.com and ir.sonicautomotive.com.

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Sonic Automotive Investor Inquiries
Heath Byrd, Executive Vice President and Chief Financial Officer
Danny Wieland, Vice President, Investor Relations
ir@sonicautomotive.com

Sonic Automotive Press Inquiries
Sonic Automotive Media Relations
media.relations@sonicautomotive.com

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