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Sonic Automotive, Inc. Recognized for Leadership in Mobile Business Intelligence

CHARLOTTE, N.C., Jan. 27, 2012 /PRNewswire/ -- Sonic Automotive, Inc. (NYSE: SAH), one of the nation's largest automotive retailers, was recognized by MicroStrategy Incorporated for achieving outstanding business performance with its MicroStrategy-based business intelligence applications.

Sonic Automotive was an award recipient in the Mobile Business Impact category for its development of an iPad app which allows corporate and regional management to review sales and operating performance at each of its 119 dealerships. The app combines both internal and external data to enable the executives to analyze daily, weekly or monthly sales trends, cost trends and other operating data. The app can compare dealership operating trends across brands, product categories and geographical regions.

Commenting on the success of this technology, Jeff Dyke, the Company's EVP of Operations, stated, "The mobile nature of this app allows us to analyze real-time information without having to rely on PCs, email systems or static reports. This interactive technology gives us the ability to evaluate trends at various operating levels and develop actionable plans while we are in the field with our associates. Everyone has access to the same data at the same time whether they're sitting at their desk or walking the showroom floor. Sonic Automotive is just in the early stages of capitalizing on this type of technology to enhance the customer experience and operate the business more efficiently."

About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based inCharlotte, N.C., is one of the nation's largest automotive retailers. Sonic can be reached on the web at www.sonicautomotive.com.

Included herein are forward-looking statements, including statements with respect to future impacts from the implementation of various technologies. There are many factors that affect management's views about future events and trends of the Company's business. These factors involve risk and uncertainties that could cause actual results or trends to differ materially from management's view, including without limitation, economic conditions in the markets in which we operate, new and used vehicle sales volume, the success of our operational strategies, the rate and timing of overall economic recovery and the risk factors described in the Company's annual report on Form 10-K for the year ending December 31, 2010 and quarterly report on Form 10-Q for the quarter endingSeptember 30, 2011. The Company does not undertake any obligation to update forward-looking information.

SOURCE Sonic Automotive, Inc.