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Sonic Automotive Expands EchoPark Automotive in Charlotte, North Carolina EchoPark.com

CHARLOTTE, N.C., Oct. 8, 2018 /PRNewswire/ -- Sonic Automotive, Inc. (NYSE listed: SAH, SonicAutomotive.com), a Fortune 300 Company and one of the largest retailers of new & pre-owned vehicles in the United States, announced today the expansion of EchoPark Automotive to their hometown of Charlotte, North Carolina. Launched in the fall of 2014, EchoPark has been well received for a revolutionary customer experience in Denver, Colorado, Dallas and San Antonio, Texas. The EchoPark model sells nearly new vehicles at 20-40% below new car prices, providing consistent vehicle quality and clean CarFax reports.



"We are so proud of this rapidly growing brand and the overwhelming positive reviews we are receiving about the customer experience and our team. Since 2014, EchoPark has seen triple digit growth, a great testament to the model and the value of not only meeting, but exceeding customer expectations," said Jeff Dyke, President of Sonic Automotive.

A core principle for EchoPark is making a strong commitment to the communities in which our stores are located. "EchoPark makes a significant economic impact in these communities with substantial dollars invested to open the new stores. Beyond the economic impact of our stores, EchoPark is further committed to being a great corporate citizen with extensive community service involvement in our localities," said David Smith, Chief Executive Officer of Sonic Automotive.

EchoPark employees are already making an impact in the Charlotte market volunteering

their time and energy for the St. Jude organization's 5k Run/Walk. The diverse high-energy team contributed their sweat equity for a wonderful cause helping to raise funds and awareness to end childhood cancer. "We are really proud of the team we have brought together here in Charlotte to launch EchoPark Automotive," said Sanjay Prakash, General Manager. "The common denominator of this group is their enthusiasm and commitment to our guests, ensuring they receive the highest level of care when interacting with EchoPark."

The EchoPark facilities are LEED-certified with sustainable building technologies, and are oriented to be a part of the existing streetscape. Each retail space mirrors a welcoming, enjoyable atmosphere with an open concept space and functional zones tailored to specific activities. Interactive research areas, comfortable lounge spaces and personalized vehicle delivery empower guests of EchoPark to shop the way they want and at their desired pace. The full sensory environment ties the brand's digital and physical assets into a seamless, flexible and compelling shopping experience. Even the internal mechanic shop is fully visible to guests showcasing the care that is taken to recondition vehicles. In short, EchoPark Automotive is about building long-term relationships with guests and the community.

Please visit EchoPark.com to learn more.

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