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Sonic Automotive Expands EchoPark Automotive in Houston, Texas

EchoPark.com

HOUSTON, Dec. 7, 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, opened its eighth EchoPark Automotive specialty pre-owned vehicle store in Houston, Texas. Launched in the fall of 2014, EchoPark has been well-received for a revolutionary customer experience in Denver, Colorado, Charlotte, North Carolina, and both Dallas and San Antonio, Texas. The EchoPark business model sells nearly new vehicles at 20-40% below new car value, providing consistent vehicle quality and clean CarFax vehicle history reports.

"I am excited to open the next EchoPark Automotive store in my hometown of Houston. We have spent considerable time and effort developing a pre-owned vehicle experience that delivers on our brand promise of value, honesty and transparency. Since 2014, EchoPark has seen triple-digit growth, a great testament to the model and not only meeting, but exceeding customer expectations," said Jeff Dyke, President of Sonic Automotive and EchoPark Automotive.

"Our goal has always been to provide a guest experience that breaks the stereotype of the used car dealership. We are doing this with our outstanding associates and our state-of-the-art retail facilities. Respect for our guests, a comfortable environment and vehicle inventories that meet our guest's needs are the foundation of EchoPark Automotive," said David Smith, Chief Executive Officer of Sonic Automotive.

A core principle for EchoPark Automotive is making a strong commitment to the communities in which our stores are located. Our EchoPark Houston team has already made an immediate impact with the Houston Food Bank by delivering 1,000 meals for needy families leading into the Thanksgiving holiday.



"One of the most rewarding experiences for me has been seeing our team come together in training and in our volunteer efforts. We are excited to open our doors for Houston and let folks know what a great experience that our EchoPark Houston team is ready to provide them," said Brian Faistenhammer, General Manager of EchoPark Houston.

EchoPark facilities are LEED-certified with sustainable building technologies, and are oriented to be a part of the existing streetscape. Each retail space provides 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 our vehicles. In short, EchoPark Automotive is about building long-term relationships with our guests and the community.

Please visit EchoPark.com to learn more.

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