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Sonic Automotive Announces Grand Opening of Audi Downtown Nashville

An innovative, technology-driven guest experience center located in the heart of downtown Nashville

NASHVILLE, Tenn.--(BUSINESS WIRE)-- Sonic Automotive, Inc. (“Sonic” or the “Company”) (NYSE:SAH), a Fortune 500 Company and one of the nation’s largest automotive retailers, today announced the grand opening of Audi Downtown Nashville, a unique experience center located in the heart of downtown Nashville designed to provide an innovative way for Audi owners and enthusiasts to shop for and service Audi vehicles. Audi Downtown Nashville is the second Audi location in Nashville operated by Sonic Automotive.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20230314005302/en/

Audi Downtown Nashville (Photo: Business Wire)

The two-story, 35,000-square-foot building located at 15 Lindsley Avenue in the heart of the Music City’s SoBro neighborhood is a partnership between Audi of America and Sonic Automotive, ushering in a brand-new, state-of-the-art experience for Audi guests.

In 2020, Sonic Automotive conducted focus groups with Nashville residents to test the concept and location for Audi Downtown Nashville. The focus groups overwhelmingly liked the downtown location and felt the energy of SoBro, combined with progressive and innovative digital tools, would bring a “technology-forward” and convenient Audi experience to downtown Nashville.

Audi Downtown Nashville is designed with the latest technology where guests can schedule VIP test drives of exciting new Audi models, build and customize their ideal Audi through virtual sales consultation, pick up new vehicles ordered at either Audi Downtown Nashville or the Audi Nashville location, enjoy convenient service through an after-hours digital check-in and check-out process, talk directly with factory-trained master technicians via video about service for their vehicle, and experience the latest in Audi electric vehicles with state-of-the-art electric vehicle charging stations and vehicle services.

“Our Audi Nashville dealership has built a reputation for luxury and providing an exceptional guest experience to residents of Nashville and surrounding areas for years,” said David B. Smith, Chairman and Chief Executive Officer of Sonic Automotive. “We are thrilled to partner with Audi of America to continue that legacy by providing a reimagined, state-of-the-art experience for Audi guests to shop, buy, and service their vehicles, experience the latest in

Audi electric vehicle technology, and our team's world-class guest experience."

"We are truly excited for the Audi Downtown Nashville team. Strategically positioned in the heart of Nashville, integrating the physical, human and digital experiences to meet the evolving needs of the Audi driver. Our shared goal is to provide a seamless, hassle-free experience that exceeds expectations and creates lasting value," said Shana Rogers, Director of Network Development, Audi of America, Inc.

"This is the future of automotive retail," said Robert Hartman, General Manager of Audi Nashville and Audi Downtown Nashville. "Audi is known for innovative vehicle technologies, and it's been exciting for our team to partner with Audi to bring this industry-changing dealership model to Nashville!"

About Audi Downtown Nashville

Audi Downtown Nashville is located at 15 Lindsley Avenue, Nashville, Tennessee. It is open Monday – Friday 9:00 am – 7:30 pm, Saturday 9:00 am – 6:00 pm, and the last Sunday of each month from 12:00 pm – 5:00 pm. Audi Downtown Nashville may be reached at 888-779-0034 and online at www.audinashville.com.

About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is on a quest to become the most valuable automotive retailer 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 retailers in America, we are committed to delivering on this goal while pursuing expansive growth and taking progressive measures to be the leader in this category. Our new platforms, programs, and people are set to drive the next generation of automotive experiences. More information about Sonic Automotive can be found at www.sonicautomotive.com and ir.sonicautomotive.com.

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