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Sonic Automotive Announces First Motorcycle Sale at the New Sturgis Harley-Davidson Dealership in Historic Downtown Sturgis, South Dakota

The dealership is announcing an inaugural Founders Club in celebration of its grand opening and to welcome in the 85th Annual Sturgis Rally

CHARLOTTE, N.C.--(BUSINESS WIRE)-- Sonic Automotive, Inc. (“Sonic” or the “Company”) (NYSE:SAH), a Fortune 300 Company and one of the nation’s largest automotive and powersports retailers, today announced the first motorcycle sale at its all-new Sturgis Harley-Davidson dealership located in the heart of downtown Sturgis, South Dakota.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250520529498/en/

Dan Ostermann from Keystone, South Dakota, with his 2024 Harley-Davidson® CVO↗ Pan America®, Tim Sutherland, Sales Manager, Sturgis Harley-Davidson

The Company acquired Black Hills Harley-Davidson and its four sister dealerships in the Rapid City, South Dakota, area in February 2023. After a strong 2024, Harley-Davidson awarded Sonic an additional retail franchise point, and Harley-Davidson can now sell motorcycles in downtown Sturgis for the first time in its 85-year history.

Located right off Historic Main Street, Sturgis Harley-Davidson is at the epicenter of motorcycle culture. Sturgis is a mecca for riders, and there’s now a dedicated Harley-Davidson dealership that proudly calls Sturgis home.

Keystone, South Dakota native Dan Ostermann is the proud first buyer at Sturgis Harley-Davidson. He purchased a 2024 Harley-Davidson® CVO™ Pan America®, a high-end model in Harley-Davidson's lineup, specifically designed for adventure touring.

“We’re excited to welcome Dan to the Sturgis Harley-Davidson family,” said Tim Sutherland, Sales Manager at Sturgis Harley-Davidson. “Our passionate team looks forward to welcoming more Harley-Davidson riders to our historic location throughout the year and at this year’s 85th Rally.”

In celebration of this year’s 85th Annual Sturgis Motorcycle Rally, the new Sturgis Harley-Davidson dealership will be creating an exclusive program for enthusiasts to join Ostermann and be memorialized as part of the inaugural Sturgis Harley-Davidson Founders Club. Only

the first 85 buyers will receive 1 of 85 serialized challenge coins, a commemorative patch, lifetime VIP Access to Black Hills and Sturgis Harley-Davidson activation spaces at the annual Sturgis Motorcycle Rally, and these owners will have their name added to a display that will be enshrined in the Sturgis Motorcycle Museum & Hall of Fame. Customers can go online to the website SturgisHD.com right now and pre-order their next motorcycle and join us in Sturgis to become one of these lucky Founders Club members.

“We congratulate Dan on his recent purchase and are thrilled to have him join our Sturgis Harley-Davidson family,” said David B. Smith, Chairman and CEO of Sonic Automotive. “Our team is ready to deliver exceptional experiences to more riders and enthusiasts at our newest location in the heart of Sturgis to celebrate the 85th year of this historic event.”

“We are excited to offer our full suite of Harley-Davidson motorcycles and accessories at Sturgis Harley-Davidson,” said Jeff Dyke, President of Sonic Automotive. “We don’t think there’s a better way to open the first-ever motorcycle dealership in the city of Sturgis during the 85th anniversary than to honor and commemorate the first 85 buyers with the exclusive Founders Club.”

About Sonic Automotive:

Sonic Automotive, Inc., a Fortune 300 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 experiences. More information about Sonic Automotive can be found at sonicautomotive.com and ir.sonicautomotive.com.

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