

August 18, 2014



Sonic Automotive Announces EchoPark, A Specialty Pre-Owned Automotive Retail Concept in the Denver Market

DENVER--(BUSINESS WIRE)-- Sonic Automotive, Inc. (NYSE listed: SAH), a Fortune 300 Company and one of the largest retailers of new & pre-owned vehicles in the United States, announced that EchoPark is the name of its pre-owned vehicle retail store concept. Launching in Denver this fall, EchoPark will offer a revolutionary customer experience while providing guests with a whole new way to search, buy, service and sell their pre-owned vehicles.

"We believe Denver is well poised and an ideal environment to launch EchoPark with Denver Colorado trending as one of the top pre-owned car markets in the U.S.," said Scott Smith, President, Sonic Automotive. "We have spent years perfecting this concept and we view this as a real game changer for the pre-owned automotive industry."

EchoPark is slated to open late fall with a main hub in Thornton and neighborhood stores in Centennial and Highlands Ranch. Hiring has begun for these locations and management anticipates hiring more than 150 Coloradoans in 2014 alone. Neighborhood stores in Golden and Dakota Ridge are planned, as well as additional locations in the Denver metro area. Employment information can be found at www.sonicpreowned.com.

Operating as a subsidiary of Sonic Automotive, Inc., EchoPark will introduce a new specialty pre-owned automotive retail experience that is completely unique to the automotive industry. The guest experience is designed to build long-term relationships with guests by bringing transparency, ease and speed to all of their retail automotive needs.

Fitzgerald Petersen for Sonic Automotive

Regan Petersen, 303-332-3896

Regan@FitzgeraldPetersen.com

Source: Sonic Automotive