

# EchoPark<sup>®</sup>

AUTOMOTIVE

## EchoPark Strategy

Nearly new, pre-owned vehicles, focused on

**1-4**  
year old models



**EXTENDED WARRANTY**  
available



Priced up to  
**40%**  
below brand new

and up to  
**\$3,000**  
below used vehicle  
market price



Free  
**CARFAX REPORT**



**NO HAGGLE**  
purchase experience



Focus on the recession-resistant  
pre-owned market, which is

**2.5x**  
larger than the new vehicle market



## EchoPark Growth Targets by 2025

- Reach **90%** of the U.S. population
- Sell **575,000** vehicles annually
- Establish **omnichannel** nationwide distribution network
- **\$14 billion** in annual revenues

## Company Overview

Our High Growth EchoPark Segment Offers a Unique Approach to Pre-Owned Vehicle and F&I Sales. Below-Market Pricing with a No Haggle Purchase Experience Drives Industry-Leading Guest Satisfaction.

LOCATIONS

**49\***

STATES

**19**

FY 2021 REVENUE

**\$2.3 Billion**

FY 2021 VEHICLES SOLD

**77,835** vehicles

TARGET

**2 million**

Annual Vehicle Sales  
at Maturity

TARGET

**10% market share**

Of 1-4 Year Old Vehicles  
at Maturity

Q1 2022

**2.1% market share**

Of 1-4 Year Old Vehicles In  
Existing Markets

For more company information visit [ir.sonicautomotive.com/](http://ir.sonicautomotive.com/)

\*Includes 11 Northwest Motorsport Pre-Owned Vehicle Locations Acquired in December 2021 in Conjunction with the RFJ Auto Acquisition.