

EchoPark[®]

AUTOMOTIVE

EchoPark Strategy

Shop thousands of
HIGH QUALITY
pre-owned vehicles,
in-store or online



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
- Establish **omnichannel** nationwide distribution network

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

50*

STATES

20*

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

Q2 2022

2.1% market share

Of 1-4 Year Old Vehicles In
Existing Markets

For more company information visit ir.sonicautomotive.com/

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