



Sonic Automotive, Inc. to Locate Regional Headquarters in Gwinnett Co., Create 130 Jobs

(GWINNETT-METRO ATLANTA) February 24, 2020 – Governor Brian P. Kemp today announced that Sonic Automotive, Inc., (NYSE:SAH), a Fortune 500 Company and one of the largest retailers of new and pre-owned vehicles in the United States, will locate a dealership and regional headquarters for EchoPark Automotive in the Gwinnett Place Community Improvement District (CID), creating 130 new jobs and investing \$20 million in the project.

“We are excited to welcome Sonic Automotive, Inc. as they locate their regional headquarters to Gwinnett County,” said Governor Kemp. “Our readily available talent and expansive logistics network will serve Sonic Automotive well as they locate in Duluth. The quality, well-paying jobs they will create will generate new opportunities for hardworking Georgians in the region, and I am grateful for Sonic Automotive’s investment in Georgia.”

Based in Charlotte, North Carolina, Sonic Automotive, Inc. operates more than 100 dealerships across 12 states in the U.S. Launched in the fall of 2014, EchoPark Automotive currently has nine locations across the U.S.

“EchoPark Automotive will bring a unique guest experience to residents of Gwinnett County and surrounding areas,” said David B. Smith, CEO of Sonic Automotive and EchoPark Automotive, Inc. “We are thankful for the support of Governor Kemp, the Georgia Department of Economic Development, Partnership Gwinnett, Georgia Power, and the Metro Atlanta Chamber of Commerce. Our mission is more than just selling cars, and we are looking forward to becoming an integral part of the Gwinnett County community in the coming months.”

The new facility in Gwinnett will serve as a regional headquarters, showroom, and Customer Experience Center for the company’s EchoPark brand.

“Our facility development team will transform the existing building into a space that empowers guests to shop the way they want and at their desired pace,” Smith continued. “Rather than tearing down the existing building, our team will bring this facility back to life.”

“We are excited to welcome Sonic Automotive’s new regional headquarters to Gwinnett County,” said Gwinnett County Commission Chair Charlotte Nash. “As the first location in the state, this site will provide the company with unparalleled access to their customer base, as well as a diverse and talented workforce.”

“On behalf of the Gwinnett Place Community Improvement District I want to welcome Sonic Automotive to Gwinnett County,” said Executive Director Joe Allen. “Their investment into the CID is a testament to our robust business climate and we look forward to their future success here.”

“Congratulations to Sonic Automotive, Inc. on their decision to locate in Duluth,” said GDEcD Commissioner Pat Wilson. “I have no doubt that Georgia’s top-ranked business climate will enable the company to find new levels of success, and I am proud to work with our incredible economic development partners in Gwinnett County and metro Atlanta to make exciting announcements like this one possible.”

Project Manager Megan Elwood represented Partnership Gwinnett in conjunction with the Georgia Department of Economic Development, Georgia Power and the Metro Atlanta Chamber.

“Gwinnett continues to be a strong draw for industry leaders like Sonic Automotive,” said Megan Elwood, Project Manager at Partnership Gwinnett. “Their innovative business model and commitment to outstanding customer service provide the foundation for their success and we look forward to seeing their continued growth in the Gwinnett community.”

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About EchoPark Automotive

EchoPark Automotive locations specialize in pre-owned vehicles and provide a unique guest experience unlike traditional used car stores. With nine locations currently, the Company plans to continue expanding its geographic reach with three new store openings in 2020. More information about EchoPark Automotive can be found at www.echopark.com.

About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is one of the nation’s largest automotive retailers. Sonic can be reached on the web at www.sonicautomotive.com.

About Partnership Gwinnett

Partnership Gwinnett is a public-private initiative dedicated to bringing new jobs and capital investment to Gwinnett County, Georgia. Since 2006, Partnership Gwinnett has worked with its local partners to attract and retain jobs, cultivate capital investment, support educational institutions, foster workforce development and contribute to the exceptional quality of life found in Gwinnett. Fueled by the support of over one hundred companies, municipalities, Gwinnett County, K-12 and higher education systems, the mission of Partnership Gwinnett is to strengthen the community’s diverse economy to compete in the global marketplace and position Gwinnett as the premiere place to live, work and play.

Media Contact

Haley Tolbert | htolbert@partnershipgwinnett.com | 770.232.1174