

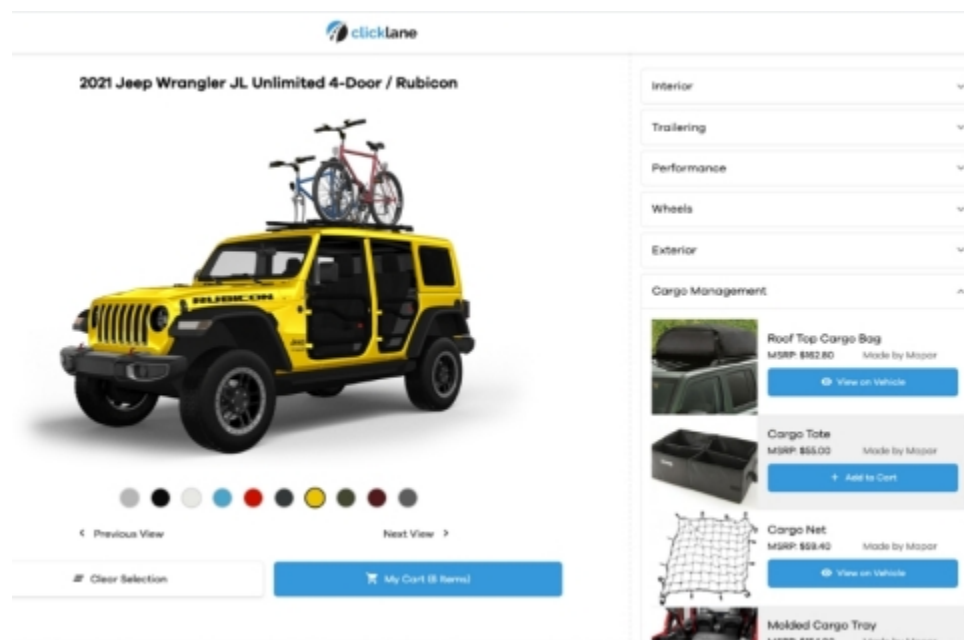
Asbury Automotive Group Enhances Clicklane with Addition of Accessories and Customization Platform Powered by Insignia Group

July 12, 2021

The enhancement gives Clicklane customers the ability to visualize accessories on their vehicles and purchase accessories completely online

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 12, 2021-- Asbury Automotive Group, Inc. (NYSE: ABG) ("Asbury" or the "Company"), one of the largest automotive retail and service companies in the U.S., announced today additional product enhancements to Clicklane – a technology ecosystem which enables an authentic online car-buying and selling experience. Improvements include a strategic partnership with Insignia Group to provide vehicle customization accessories.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210712005182/en/>



Through Insignia Group's visualization platform, Clicklane customers will be able to browse and purchase vehicle accessories like wheels, cargo storage solutions, and other OEM catalogs before finalizing the purchase of their vehicle. This added vehicle customization experience in Clicklane is also available to customers who didn't purchase their vehicles through Clicklane, but own a vehicle supported in the platform. Customers can browse available accessories and visualize them in real-time on a digitally rendered version of their car. They also have the ability to see installation costs and reminders to purchase parts necessary for installation that are not included with the accessory.

On July 8th, Asbury also unveiled the new Clicklane integration with Salty. Clicklane customers can now receive a bindable insurance quote through Salty's top-rated carrier network and purchase automotive insurance through a seamless experience driven by artificial intelligence and machine learning.

(Photo: Business Wire)

"Our partnership with Insignia Group and our recently announced partnership with Salty make Clicklane a truly complete digital car-buying experience and sets Clicklane apart from similar platforms," said CEO & President David Hult. "Asbury customers want to make their vehicles unique and special to them. This new visualization platform gives customers confidence that they are making the right selection before they purchase."

"We're delighted to partner with Clicklane to enhance the shopping process for Asbury Customers," says David Stringer, CEO of Insignia Group. "Vehicle Personalization is a key component to developing customer loyalty and satisfaction."

More information is available at <https://clicklane.com/accessories>.

[About Asbury Automotive Group, Inc.](#)

Asbury Automotive Group, Inc. ("Asbury"), a Fortune 500 company headquartered in Duluth, GA, is one of the largest automotive retailers in the U.S. Asbury currently operates 91 dealerships, consisting of 112 franchises, representing 31 domestic and foreign brands of vehicles. Asbury also operates 25 collision repair centers. Asbury offers customers an extensive range of automotive products and services, including new and used vehicles and related financing and insurance, vehicle maintenance and repair services, replacement parts and service contracts.

[About Insignia Group](#)

Insignia Group is the innovator and industry leader of accessory sales process consulting and configurator software. Insignia Group drives exceptional Vehicle Personalization sales training, configurator software, continual leadership, and process improvement to the automotive industry. These core deliverables improve the customer experience, increase customer satisfaction, reduce sales staff turnover, and maximize profits. Insignia Group currently supports 18 vehicle brands and serves dealerships nationwide. For more information, visit www.insigniagroup.com

Asbury Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements other than historical fact, and may include statements relating to goals, plans, market conditions and projections regarding

Asbury's financial position, liquidity, results of operations, market position and dealership portfolio, initiatives, including those relating to Clicklane and future business strategy. These statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that may cause results to differ materially from those set forth in the statements. These risks and uncertainties include, among other things, market factors, Asbury's relationships with, and the financial and operational stability of, vehicle manufacturers and other suppliers, acts of God or other incidents and the shortage of semi-conductor chips and rubber-based products, which may adversely impact supply from vehicle manufacturers and/or present retail sales challenges, risks associated with Asbury's indebtedness (including available borrowing capacity, compliance with its financial covenants and ability to refinance or repay such indebtedness, on favorable terms), Asbury's relationships with, and the financial stability of, its lenders and lessors, risks related to competition in the automotive retail and service industries, general economic conditions both nationally and locally, governmental regulations, legislation, adverse results in litigation and other proceedings, and Asbury's ability to execute its IT initiatives and other operational strategies, Asbury's ability to leverage gains from its dealership portfolio, Asbury's ability to capitalize on opportunities to repurchase its debt and equity securities or purchase properties that it currently leases, and Asbury's ability to stay within its targeted range for capital expenditures. There can be no guarantees that Asbury's plans for future operations will be successfully implemented or that they will prove to be commercially successful.

These and other risk factors that could cause actual results to differ materially from those expressed or implied in our forward-looking statements are and will be discussed in Asbury's filings with the U.S. Securities and Exchange Commission from time to time, including its most recent annual report on Form 10-K and any subsequently filed quarterly reports on Form 10-Q. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

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Source: Asbury Automotive Group, Inc.