

ASBURY
AUTOMOTIVE GROUP

**Investor Presentation
Stephens Investor Conference
June 2017**



Forward Looking Statements and Non-GAAP Financial Information

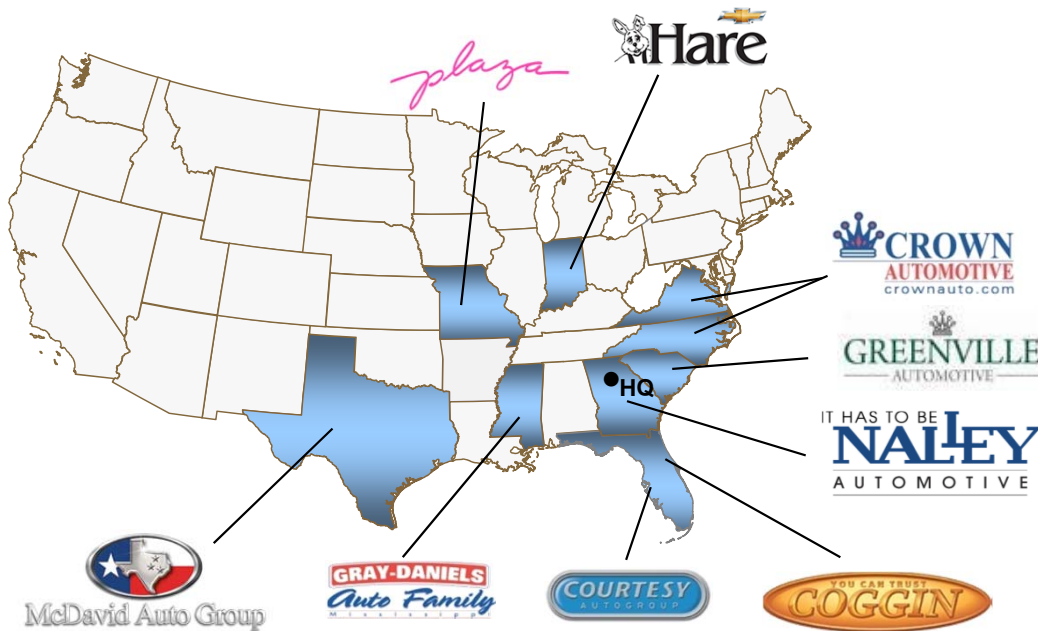
To the extent that statements in this presentation are not recitations of historical fact, such statements constitute “forward-looking statements” as such term is defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this presentation may include statements relating to goals, plans, expectations, projections regarding our financial position, results of operations, market position, capital allocation strategy business strategy and expectations of our management with respect to, among other things: our relationships with vehicle manufacturers; our ability to improve our margins; operating cash flows and availability of capital; capital expenditures; the amount of our indebtedness; the completion of pending and future acquisitions and divestitures; future return targets; future annual savings; general economic trends, including consumer confidence levels, interest rates, and fuel prices; and automotive retail industry trends.

The following are some but not all of the factors that could cause actual results or events to differ materially from those anticipated, including: our ability to execute our business strategy; the annual rate of new vehicle sales in the U.S.; our ability to generate sufficient cash flows; our ability to improve our liquidity position; market factors and the future economic environment, including consumer confidence, interest rates, the price of oil and gasoline, the level of manufacturer incentives and the availability of consumer credit; the reputation and financial condition of vehicle manufacturers whose brands we represent and our relationships with such manufacturers, and their ability to design, manufacture, deliver and market their vehicles successfully; significant disruptions in the production and delivery of vehicles and parts for any reason, including natural disasters, affecting the manufacturers whose brand we sell; our ability to enter into, maintain and/or renew our framework and dealership agreements on favorable terms; the inability of our dealership operations to perform at expected levels or achieve expected return targets; our ability to successfully integrate recent and future acquisitions; changes in, failure or inability to comply with, laws and regulations governing the operation of automobile franchises, accounting standards, the environment and taxation requirements; our ability to leverage gains from our dealership portfolio; high levels of competition in the automotive retailing industry which may create pricing pressures on the products and services we offer; our ability to minimize operating expenses or adjust our cost structure; our ability to execute our capital expenditure plans; our ability to capitalize on opportunities to repurchase our debt and equity securities; our ability to achieve estimated future savings from our various cost saving initiatives and strategies; our ability to comply with our debt or lease covenants and obtain waivers for the covenants as necessary; the loss of key personnel; and any negative outcome from any future litigation. These risks, uncertainties and other factors are disclosed in Asbury’s Annual Report on Form 10-K, subsequent quarterly reports on Form 10-Q and other periodic and current reports filed with the Securities and Exchange Commission from time to time.

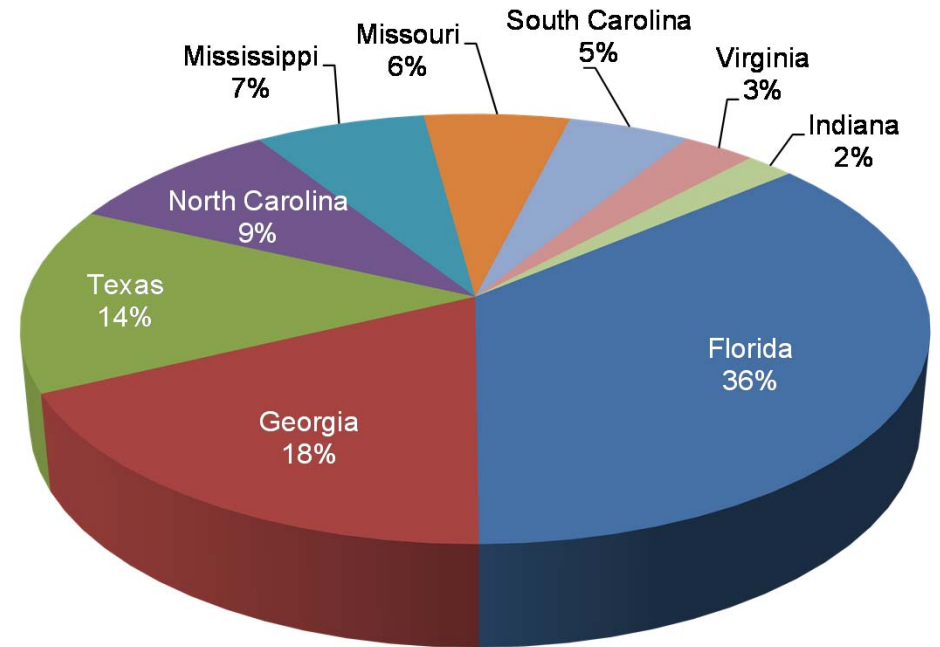
These forward-looking statements and such risks, uncertainties and other factors speak only as of the date of this presentation. We expressly disclaim any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein, whether as a result of new information, future events or otherwise.

Asbury Automotive Group (NYSE:ABG)

- Fortune 500 automotive retailer
- 8th largest U.S. based franchised auto retailer
- Over \$6.5 billion in total revenues⁽¹⁾
- 80 dealership locations; 96 franchises⁽²⁾
- 29 vehicle brands (79% luxury / import)⁽²⁾
- Sold over 180,000 retail vehicles⁽¹⁾
- Handled over 2.6 million repair orders⁽¹⁾
- Operating 24 collision repair centers⁽²⁾



New Vehicle Revenue by State

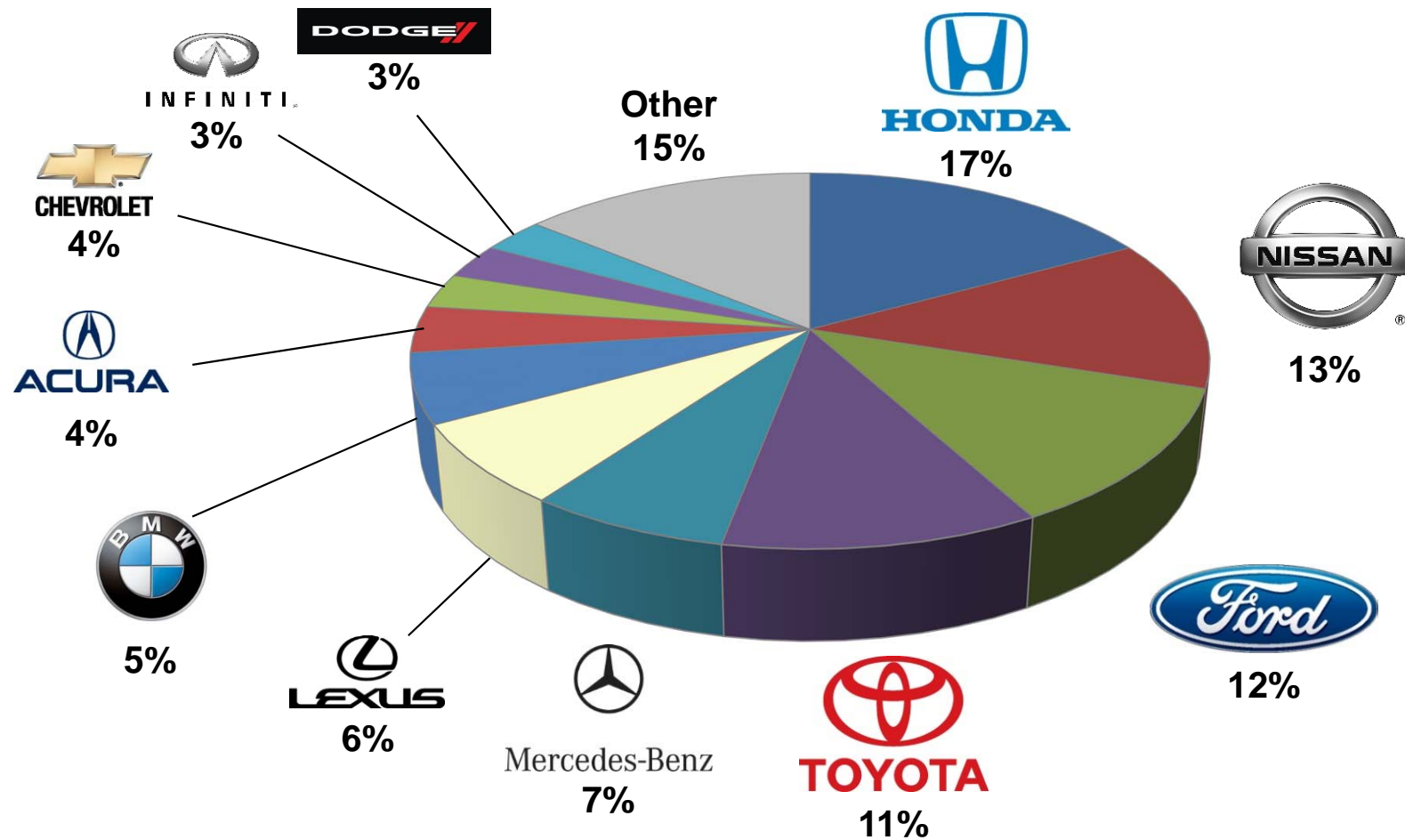


For Three Months Ended March 31, 2017

Fortune 500 public automotive dealer group

(1) For the year ended 12/31/2016
(2) Through 03/31/2017

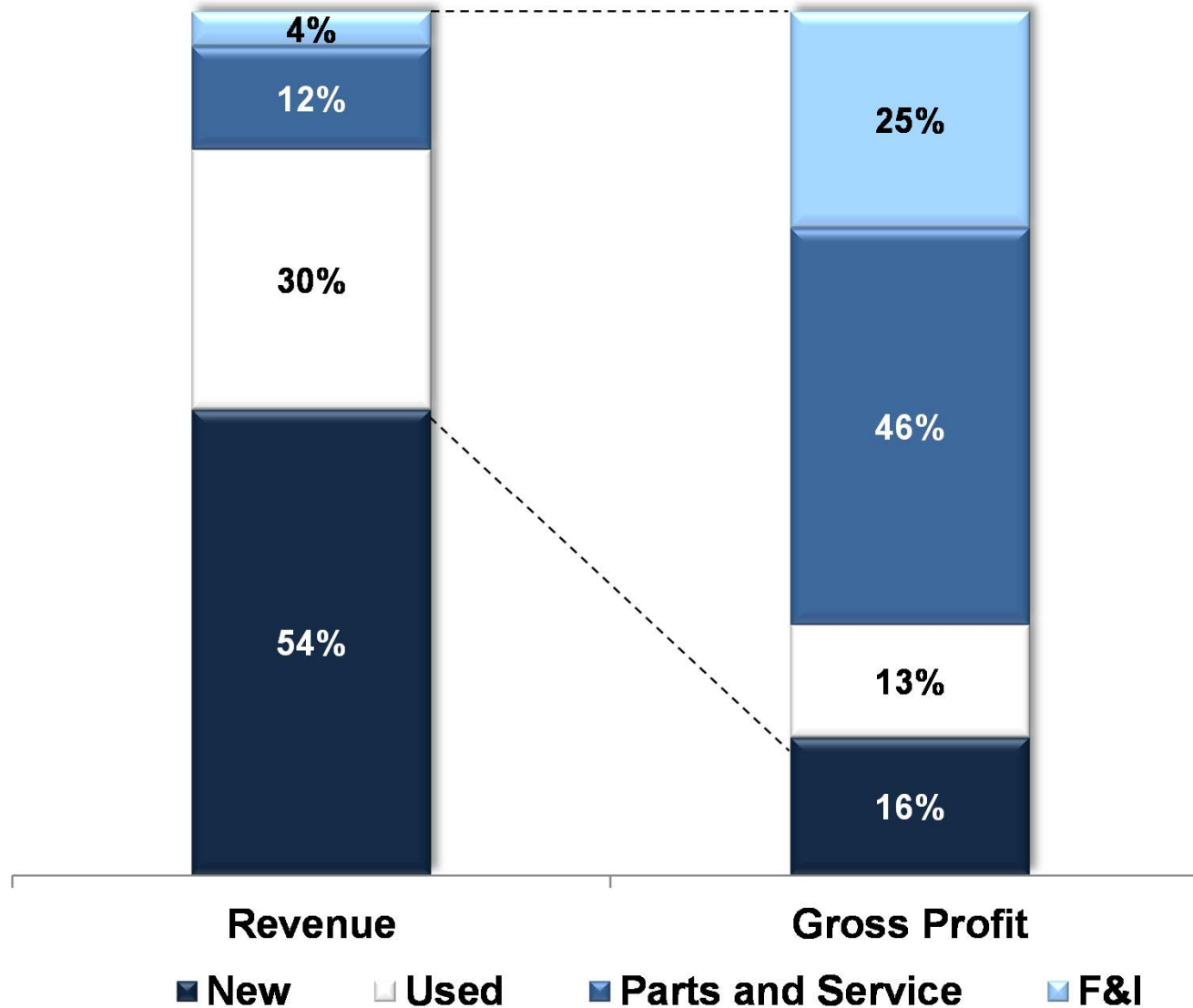
Attractive Brand Mix



Very attractive portfolio of brands; high concentration of import and luxury

The Four Key Components of Our Business

(Q1 2017)



Used, Parts & Service and F&I account for 46% of revenue and 84% of gross profit

Our Strategy

1. Drive Operational Excellence

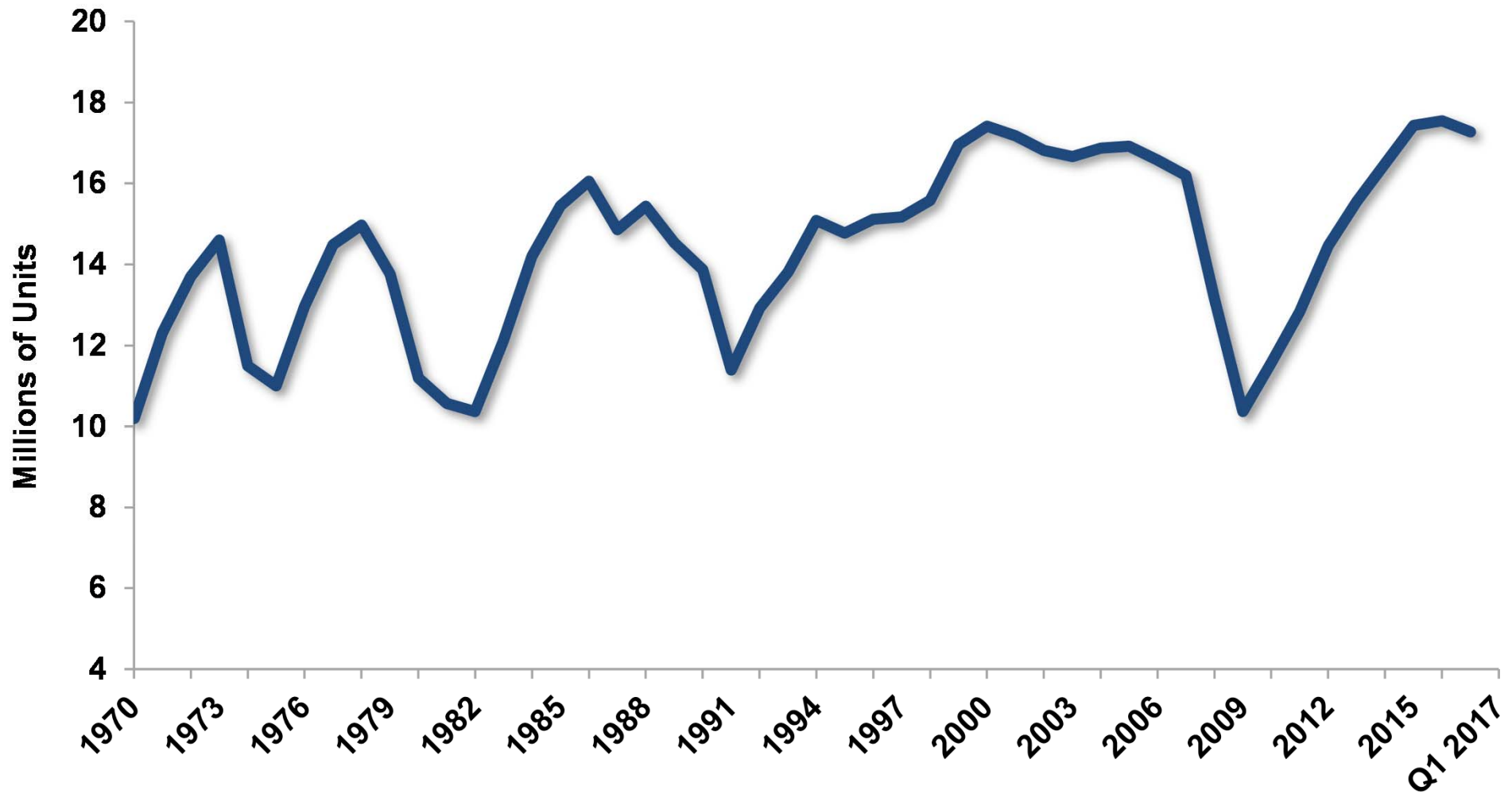
- Attract and retain the best talent
- Implement best practices and improve productivity
- Provide an exceptional customer experience
- Centralize, streamline and automate processes
- Leverage our scale and cost structure to improve our operating efficiencies

2. Deploy Capital to Highest Returns

- Continue to invest in the business
- Continue to acquire operating assets
- Acquire dealerships meeting our criteria
- Return capital to stockholders through a share repurchase program and/or dividends

Two key principles to drive shareholder value

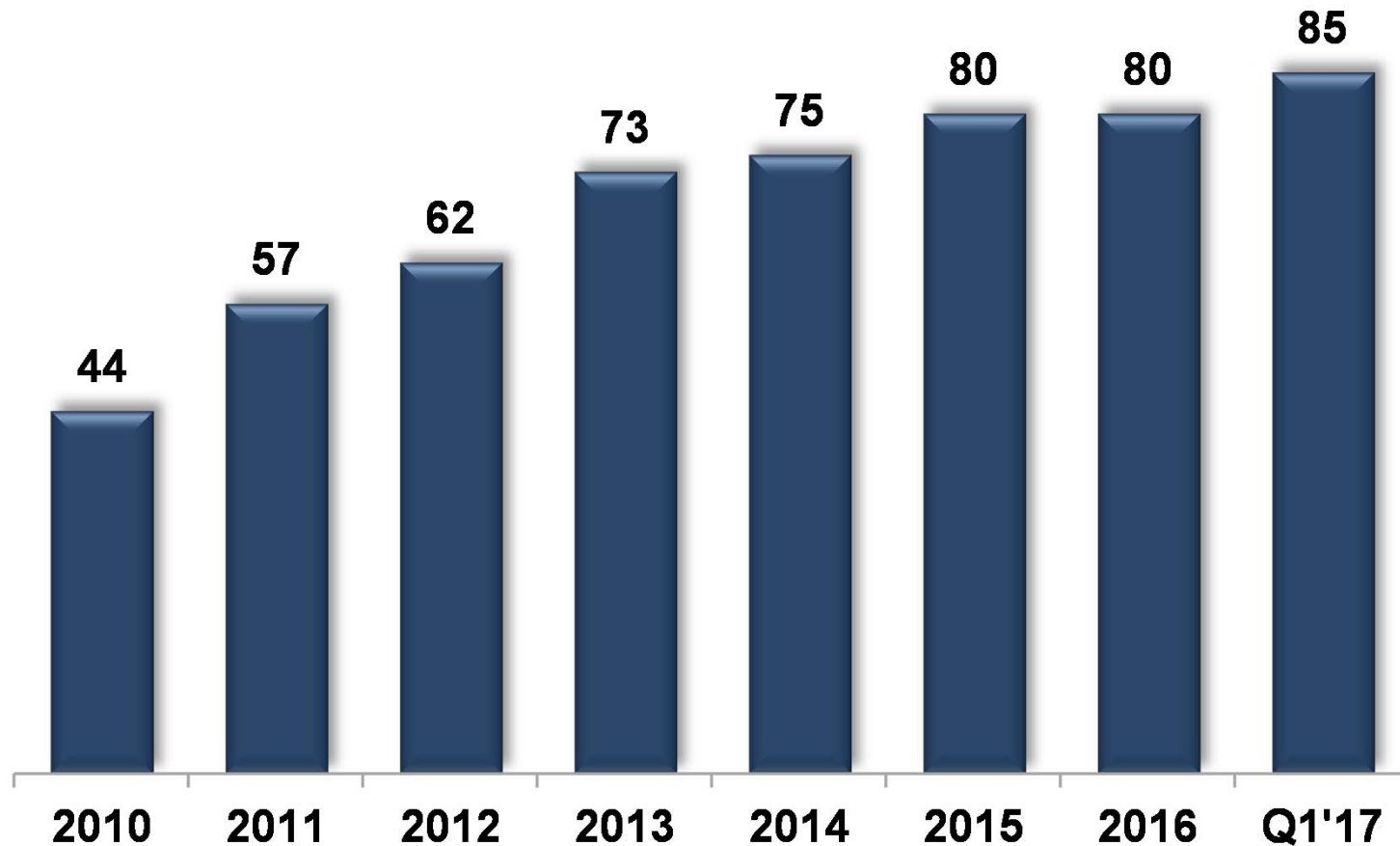
U.S. SAAR 1970 to 2017



SAAR is hard to predict.

We attack what we can control: Used Vehicles, F&I and Parts & Service

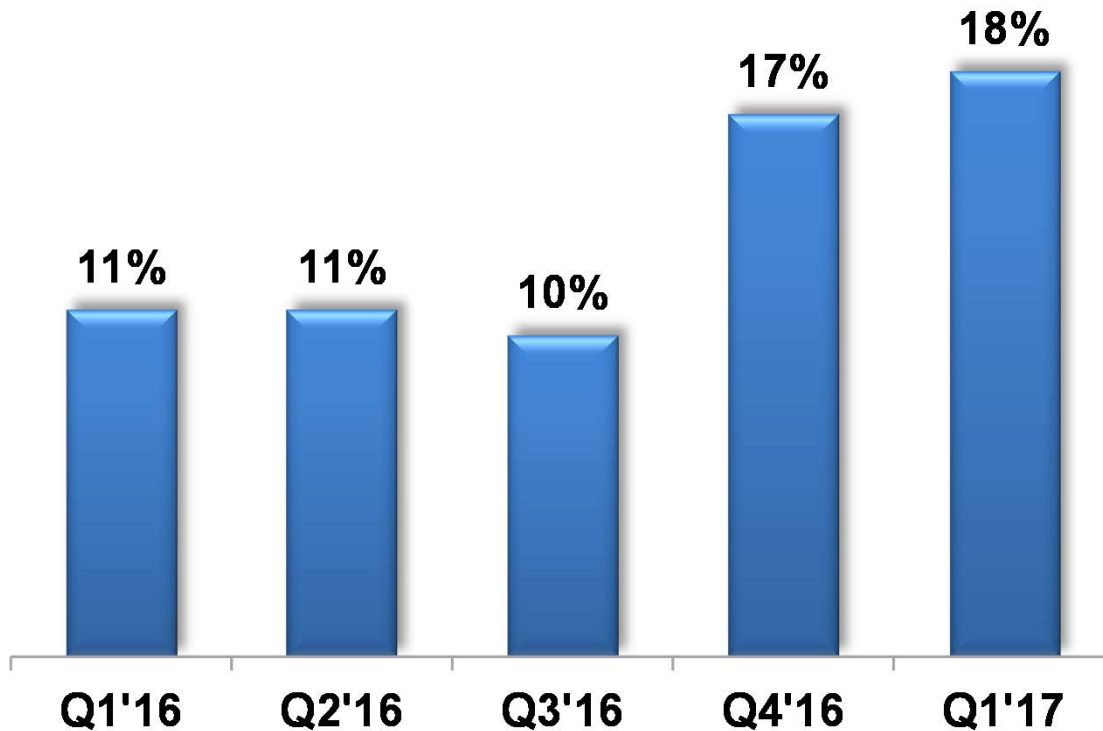
Monthly Used Vehicle Unit Sales Per Store



Market-based pricing, fewer vehicles going to auction and an aggressive digital strategy are driving growth in our used vehicle business

Note: Excludes discontinued operations

CPO Unit Sales Growth

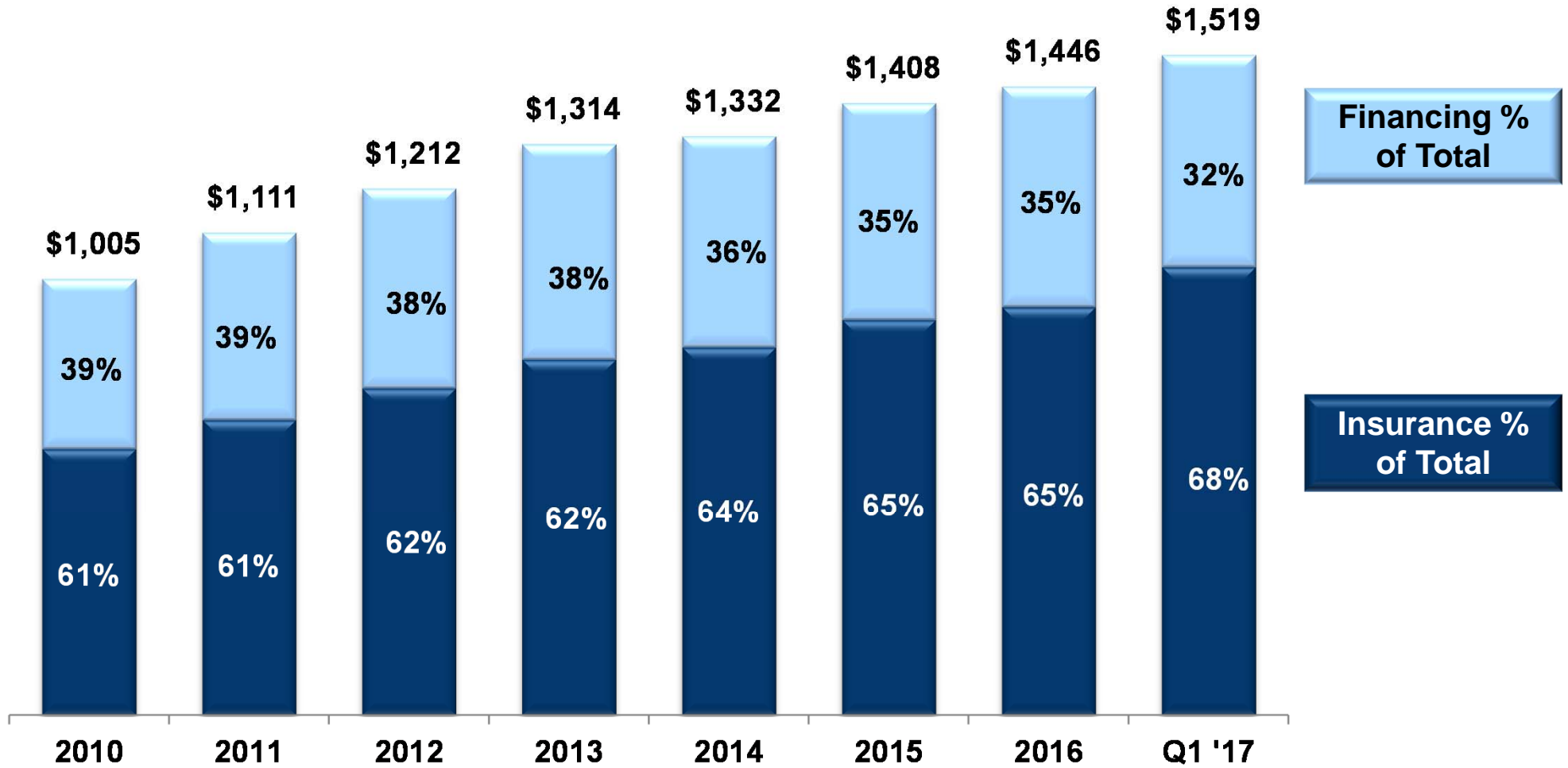


Benefits of CPO Sales:

- Higher service retention
- Strong customer service loyalty
- Solid internal profit
- Strong F&I per vehicle

An increasing supply of off-lease vehicles should drive continued strong CPO growth with ancillary benefits

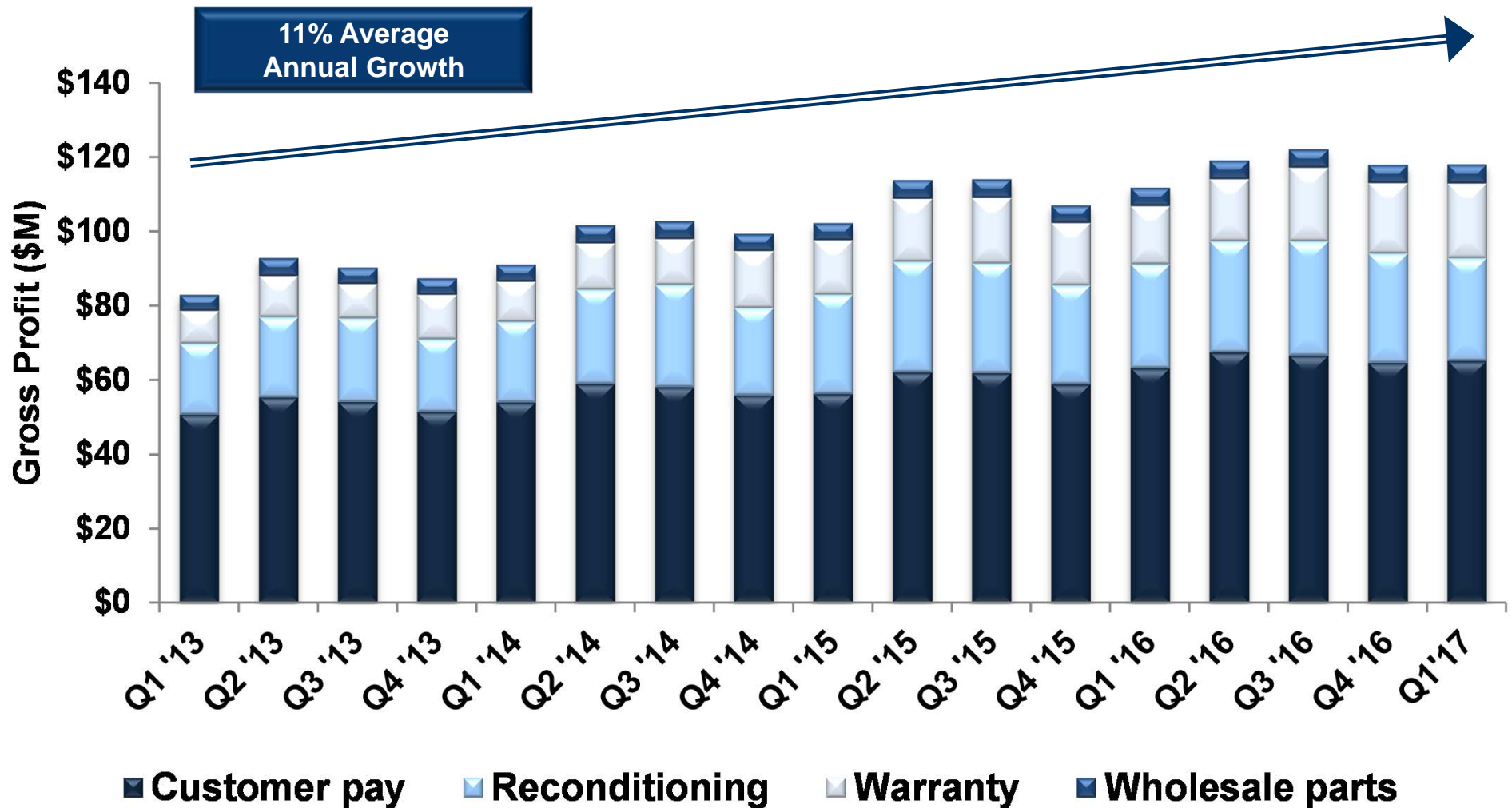
F&I Growth Opportunity



Reduced insurance product costs along with solid training and execution continue to drive F&I growth

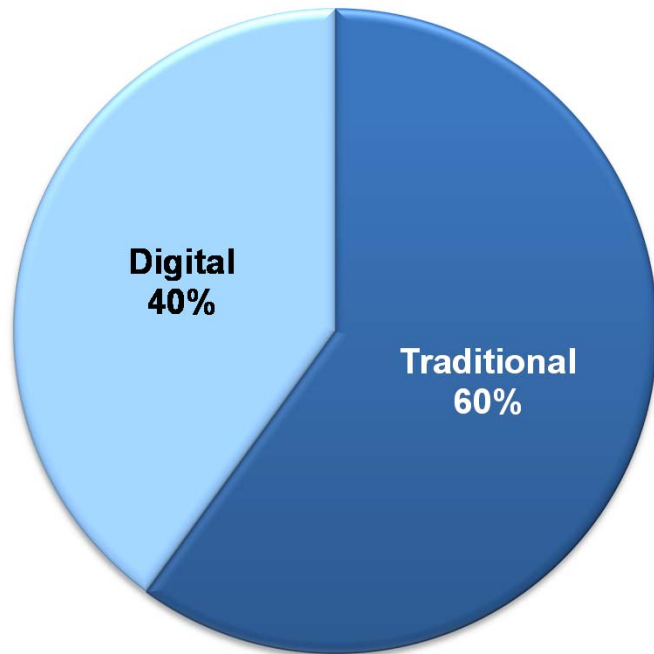
Note: Same-store F&I revenue per retail unit, excluding discontinued operations

P&S Gross Profit Growth Opportunity

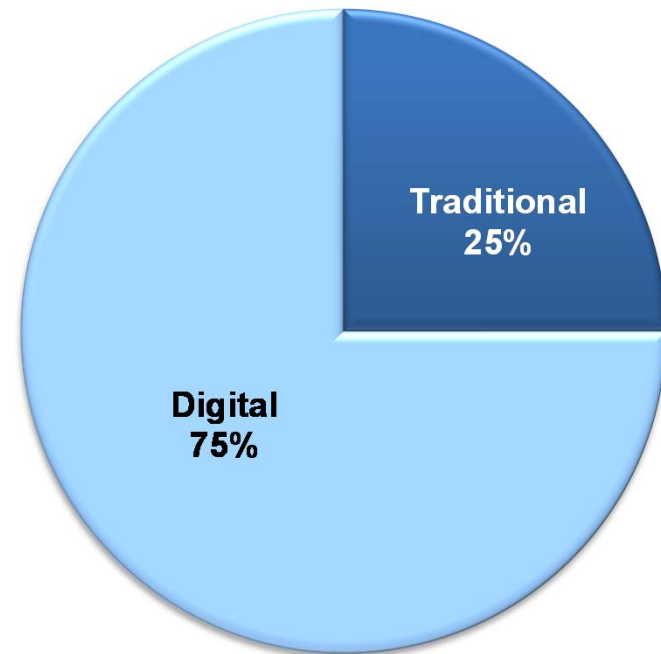


More units in operation, online scheduling, service CRM and improved technician and bay utilization should drive mid single digit parts and service growth

2012

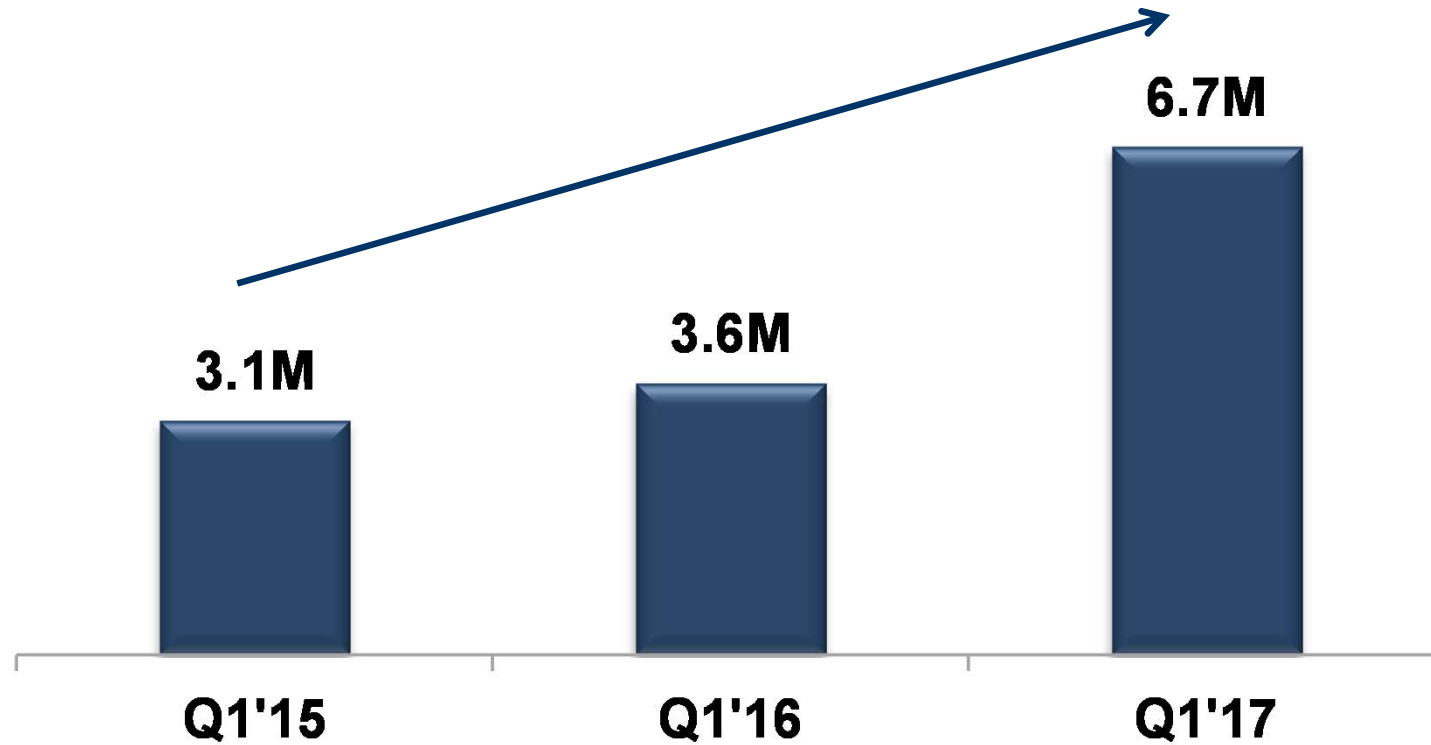


2017



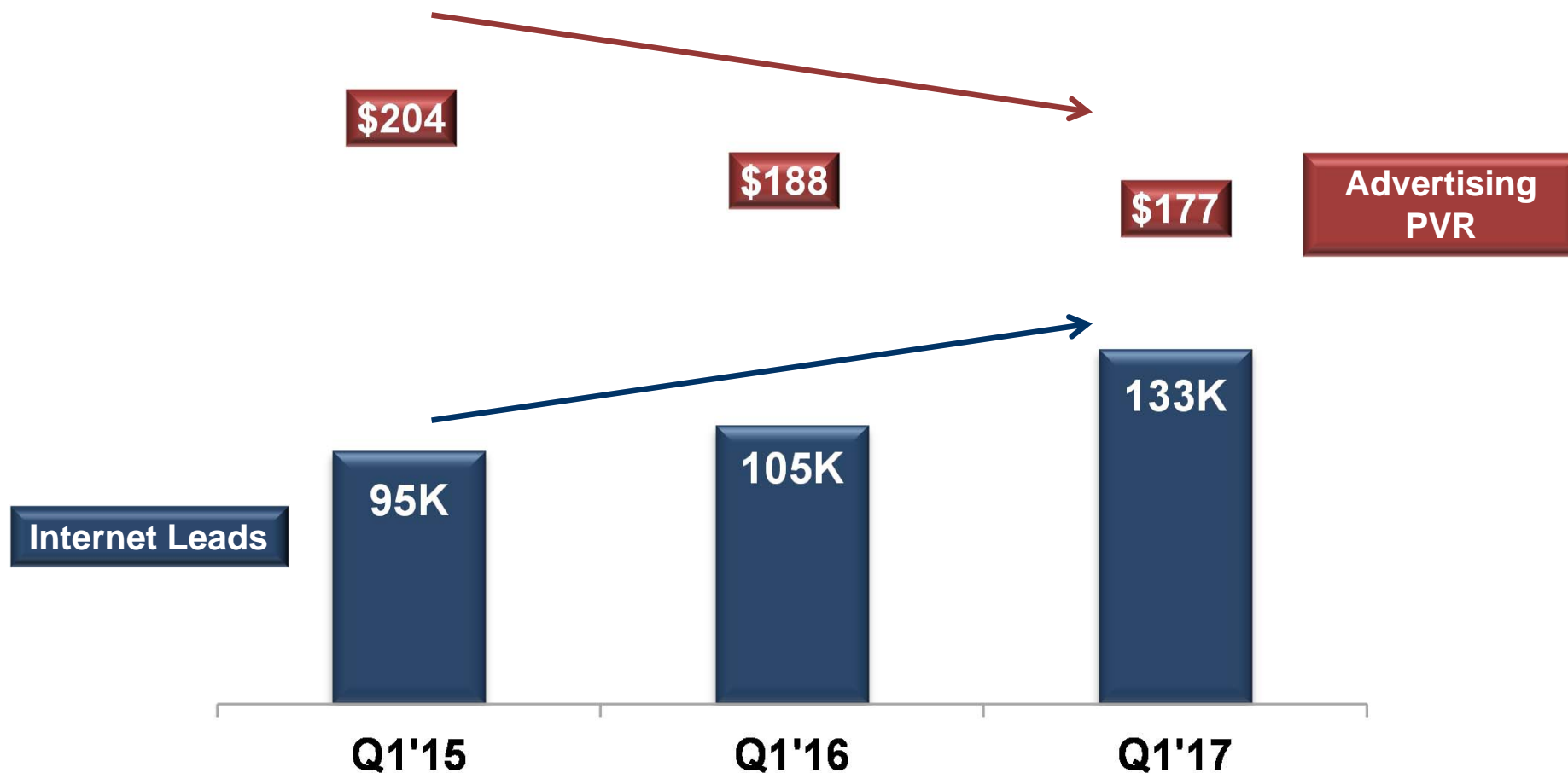
In-house, highly nimble, fast to market, innovative digital team now controls over 75% of our advertising spend and...

Website Visitor Count



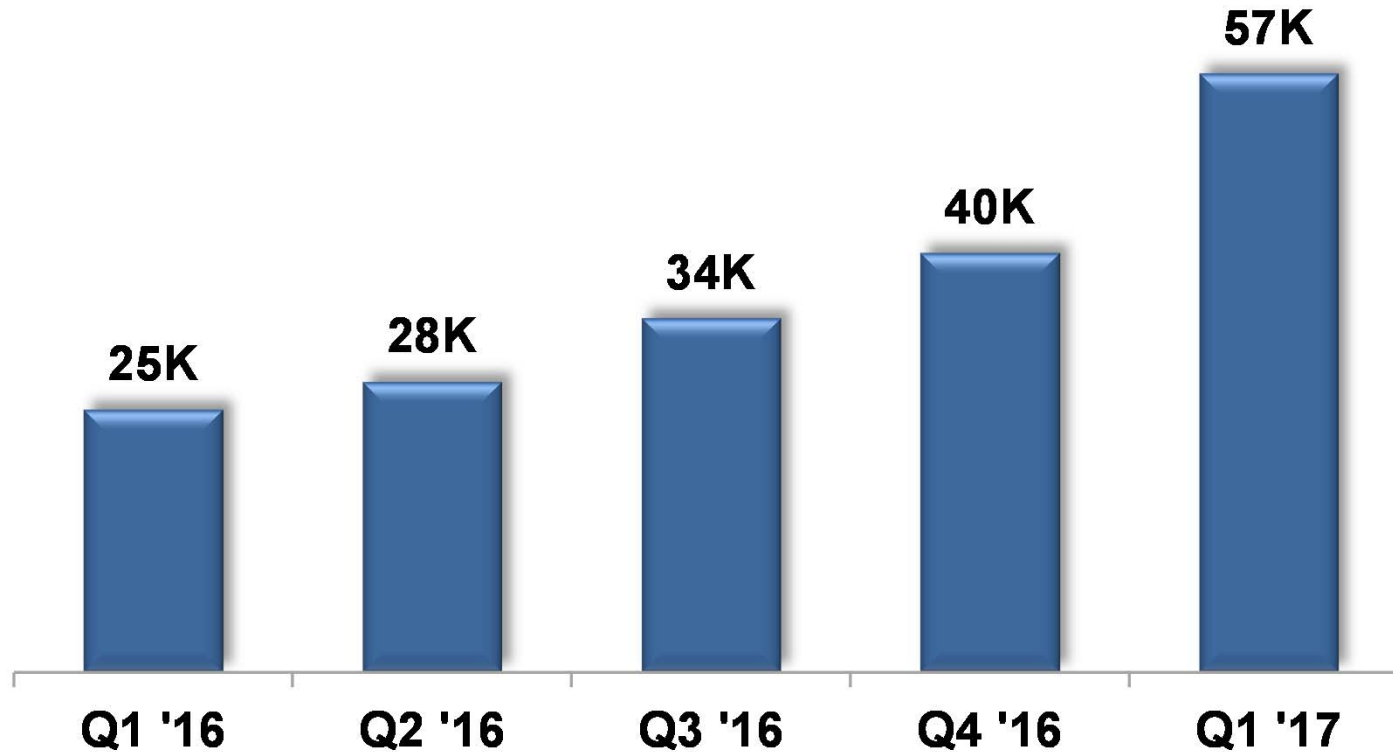
...they are having a huge impact; website visits have increased 116% since Q1 2015

Internet Leads



Internet leads are growing and per vehicle advertising spend is being managed below historic levels

Online Service Appointments



Online service appointment volume has grown 128% since Q1'16

Certified Used 2014 Ford F-150 XLT Pickup Truck V6 FFV Engine



Engine: **3.7L V6 FFV Engine**
Transmission: **Automatic**
Mileage: **38,561 miles**
EPA-Est MPG⁶: **17/23**
Exterior Color: **Gray**
Interior Color: **GRAY**
Stock #: **EFA71837**
Location‡: **Coggin Ford**
VIN: **1FTEW1CM5EFA71837**

Coggin Price **\$26,991**

Skip the hassle,
buy online

 **BUY NOW**



5% of our vehicle sales in the 1st quarter originated through our online sales app

Capital Allocation Philosophy

- Target net leverage from 2.5 to 3.0 times
- Continue to invest in the business where we can generate attractive ROI
- Continue to acquire operating assets
- Pursue value-added acquisitions
- Return capital to shareholders

Focused on driving shareholder value