AUTOCANADA

INVESTOR PRESENTATION

JANUARY 2021

AutoCanada

Forward-Looking Statements

Certain information contained in this presentation looks forward in time and deals with other than historical or current facts for AutoCanada Inc. (the "Company"). The use of any of the words "could", "expect", "believe", "will", "projected", "estimated", "anticipated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company's current belief or assumptions as to the outcome and timing of such future events. In particular, forward-looking statements in this presentation include, but are not limited to, references to the future operations and performance of the Company, future operating results of acquired businesses, the successful integration of such businesses into the Company's business, the development of the Company's Used Digital Retail Division and future operating results of the Company's Used Digital Retail Division. Although the Company believes that the expectations reflected by the forward-looking statements in this presentation are reasonable, these statements have been based on assumptions and factors concerning future events that may prove to be inaccurate. Actual future results may differ materially. The Company's annual information form for the year ended December 31, 2019 and other documents filed with securities regulatory authorities (accessible through the SEDAR website www.sedar.com) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information or circumstances, future events or otherwise.

WHO WE ARE

AutoCanada Overview

A Leading North American Multi-Location Automobile Dealership Group

AutoCanada

- One of Canada's largest multi-location automobile dealership groups with 3,700 employees
- Only publicly listed auto dealership group in Canada (TSX:ACQ)
- Attractive mix of luxury, domestic, and import brands
- Geographically diversified across 8 provinces in Canada and a group in Illinois, U.S.
- Five inter-related business operations:
  - New Vehicle Sales
  - Used Vehicle Sales
  - Parts and Service
  - Collision Repair
  - Finance & Insurance (F&I)

At a Glance[1]

49
Franchises in Canada

17
Franchises in Illinois, U.S.[2]

27
Automotive Brands[2]

758K
Service & collision repair orders

36K
New vehicles sold

29K
Used vehicles sold +9% YoY

$3.3B
Revenue

$93M
Adjusted EBITDA

[1] *For the trailing twelve months ended Q3 2020*
[2] *Includes recently acquired luxury dealership Autohaus Peoria*

Investment Highlights

Large and Highly Fragmented Canadian Market with Significant Consolidation Opportunities

Resilient Business Model

Strong Stewards of Capital

Accelerated Growth Through Complete Business Model

Significant Organic Growth Opportunities

Experienced Leadership Team

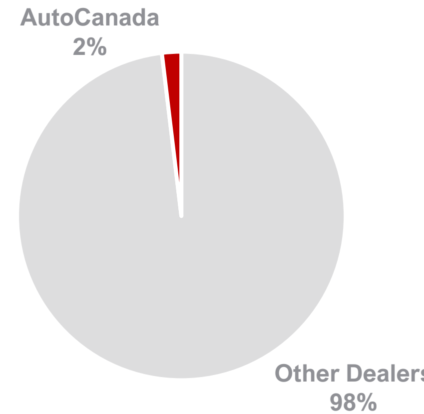
First Mover Advantage with Canadian Digital Retail Platform

Attractive Canadian Market

3,357 Dealerships in Canada

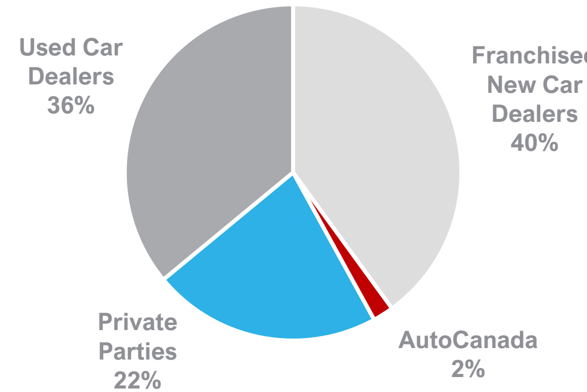
$246 BILLION + MARKET

NEW VEHICLE MARKET



1.9 Million New Vehicles
3.2 Million Used Vehicles

USED VEHICLE MARKET SHARE

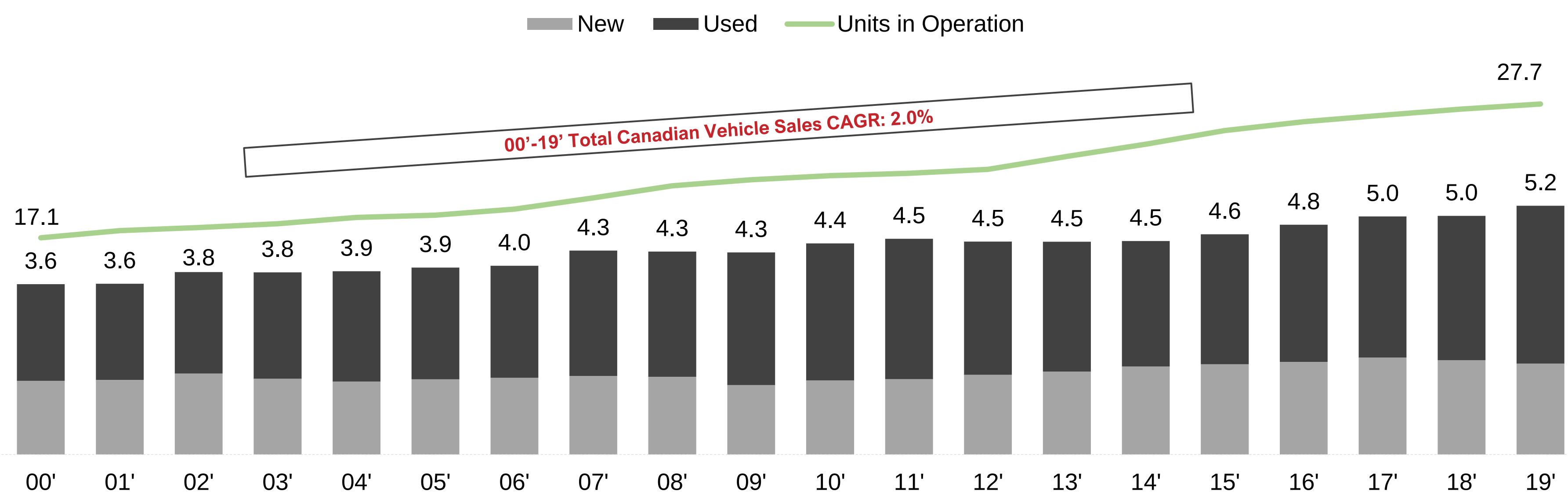


Source: DesRosiers Automotive Consultants

Stable Canadian Automotive Markets

Resilient Business Model

Historically Stable Growing New and Used Retail Vehicle Sales in Canada[1] ($M)



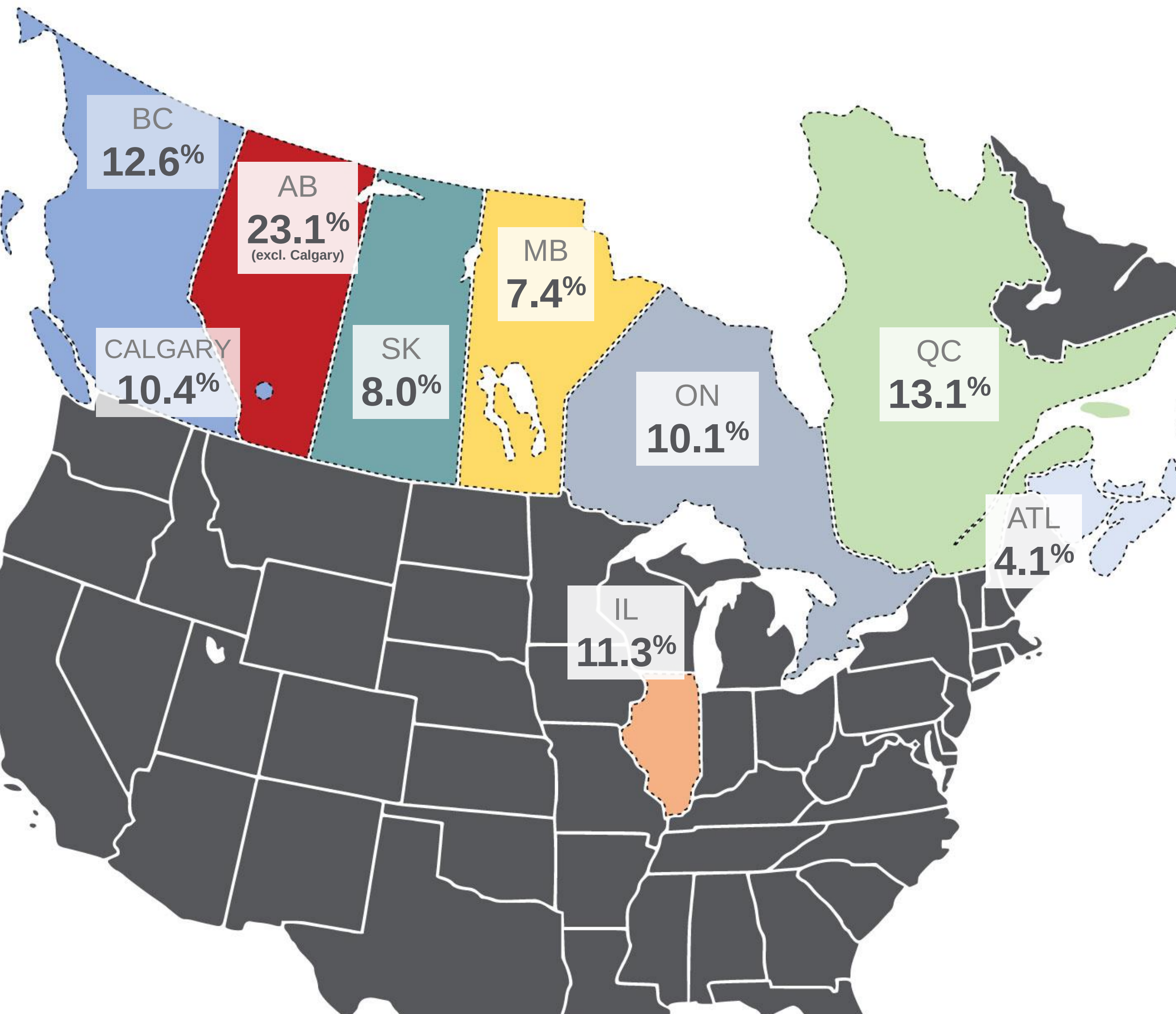
- Consumers continue to buy more vehicles every year, further supporting our continued growth
- Overall Canadian market CAGR for vehicle sales has grown steadily by 2.0% from 2000 to 2019
- Optimism within industry due to increasing demand for vehicle ownership resulting from the current pandemic
- Increase in first-time buyers supports used vehicles

[1] *Source: DesRosiers Automotive Consultants*

Revenue Diversity Across Brands and Geographies

Resilient Business Model

% of AutoCanada Revenue by Region [1]



AUTOCANADA CANADIAN NEW VEHICLE MIX

Segment	Segment %	Brand	Brand Revenue %
Import	26%	Hyundai	8%
		Nissan	6%
		Infiniti	1%
		Mazda	1%
		Subaru	1%
		Volkswagen	8%
Domestic	55%	FCA	44%
		Ford	2%
		GM	11%
Luxury	19%	Mercedes	6%
		BMW/MINI	10%
		Audi	2%

[1] *TTM as of September 30, 2020*

Dealership Locations and Brands

Resilient Business Model

AutoCanada Owns Some of the Best Performing Dealerships in Canada

British Columbia
Abbotsford Volkswagen
Chilliwack Volkswagen
Island GM
Maple Ridge Chrysler
Maple Ridge Volkswagen
Northland Dodge
Northland Hyundai
Northland Nissan
Okanagan Dodge

Alberta
Airdrie Dodge
Capital Jeep Dodge
Courtesy Chrysler
Crosstown Auto Centre
Crowfoot Hyundai
Fish Creek Nissan
Grande Prairie Chrysler
Grande Prairie Hyundai
Grande Prairie Nissan
Grande Prairie Subaru
Grande Prairie Volkswagen
Hyatt Infiniti
Mercedes-Benz Heritage Valley
Northland Volkswagen
Parkland Dodge
Ponoka Chrysler
Sherwood Park Hyundai
Sherwood Park Volkswagen
Tower Chrysler

Saskatchewan
Dodge City Auto
Mann-Northway
Bridges GM
Saskatoon Motor Products

Manitoba
Audi Winnipeg
Eastern Chrysler
McNaught Cadillac
St. James Volkswagen

Ontario
401 Dixie Hyundai
417 Nissan
Cambridge Hyundai
Guelph Hyundai
Hunt Club Nissan
Rose City Ford
Wellington Motors

Québec
BMW / MINI Montreal
BMW / MINI Laval
Mercedes-Benz Rive-Sud
Planète Mazda

New Brunswick
Moncton Chrysler

Nova Scotia
Dartmouth Dodge

Illinois
Autohaus Peoria
Bloomington/Normal Auto Mall
Chevrolet of Palatine
Hyundai of Lincolnwood
Hyundai of Palatine
Kia of Lincolnwood
North City Honda
Toyota of Lincoln Park
Toyota of Lincolnwood

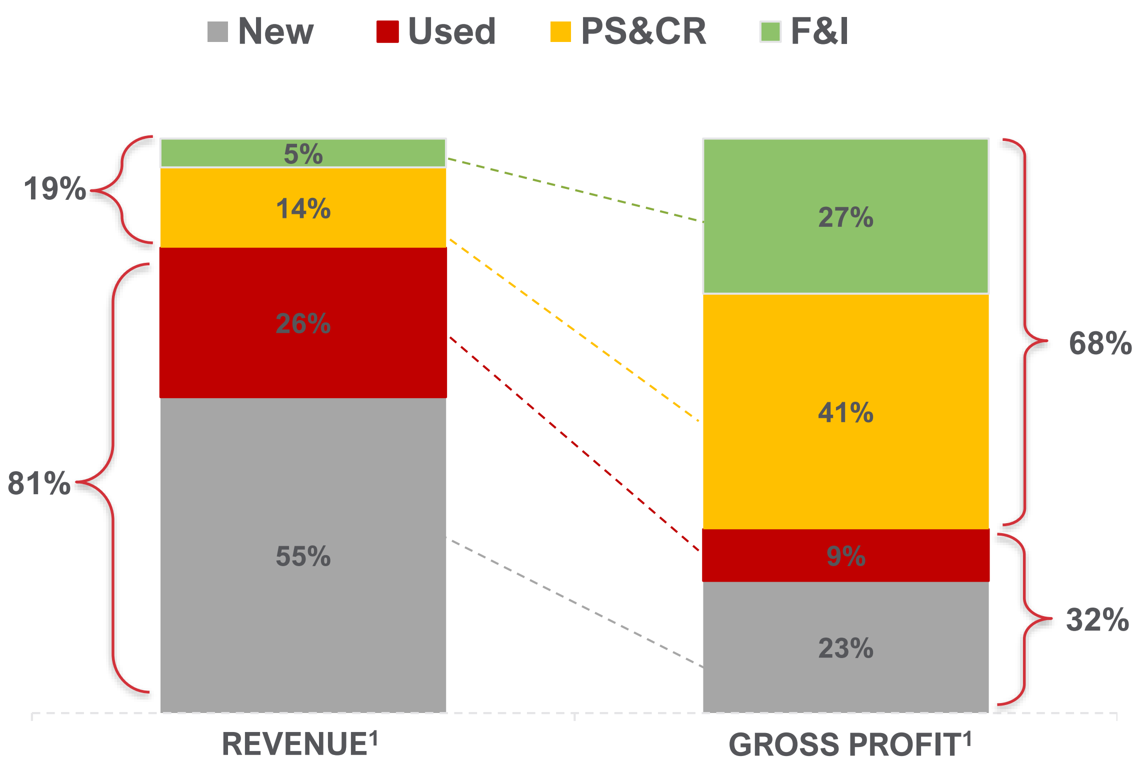
Dealership Awards[1]

Dealership	Award
BMW Laval	#1 BMW Dealership in Canada for Q2
MAPLE RIDGE CHRYSLER JEEP DODGE	#1 FCA Dealership in Western Canada
MAPLE RIDGE VOLKSWAGEN	#1 in BC for New and Certified Pre-Owned
GRANDE PRAIRIE CHRYSLER JEEP DODGE	#1 FCA Dealership in Region
MONCTON CHRYSLER JEEP DODGE	#1 FCA Dealership in Atlantic Canada
CROSSTOWN CHRYSLER DODGE JEEP RAM	#1 FCA Dealership in Alberta
DODGE CITY CHRYSLER DODGE JEEP RAM	#1 FCA Dealership in Saskatchewan
HUNT CLUB NISSAN	#1 Nissan Dealership in Ottawa

[1]*As of September 30, 2020*

Profitable Product Mix
& Diverse Earnings Streams Provide Stability

Resilient Business Model



Go Forward initiatives focused on higher margin segments

~20% of our revenue drives ~70% of gross profit

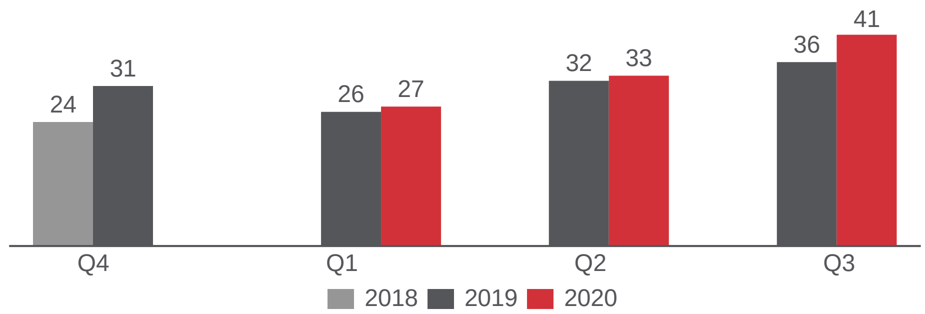
[1]*Data reflects FY 2019 as COVID-19 impacts distort mix in 2020*

Drive Growth Through Optimization of Finance & Insurance

Significant Organic Growth Opportunities

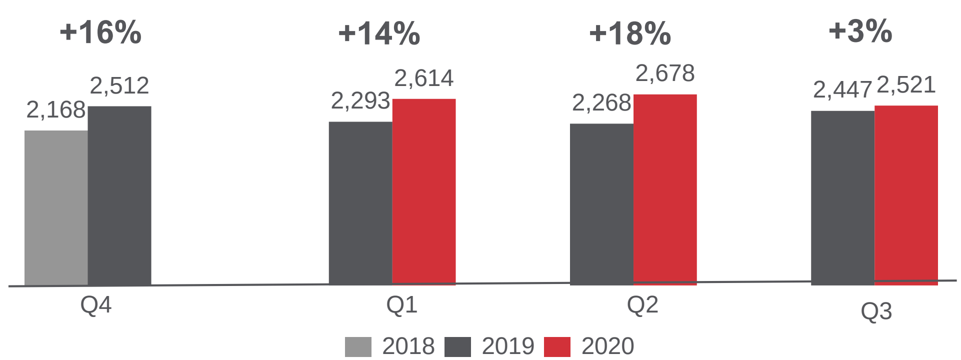
- Dedicated F&I team with in-house training team to educate dealership network on standardized product portfolio and sales process
- Eight consecutive quarters of year-over-year growth in Same Store F&I Gross Profit / Retail Unit

Same Store F&I Gross Profit ($M)



F&I Gross Margins +90%

Same Store F&I Gross Profit / Retail Unit ($ / Unit)



OPPORTUNITY: **Capture additional high margin F&I revenue through best in class operational performance**

Service Bay Occupancy & Business Development Centre (BDC)

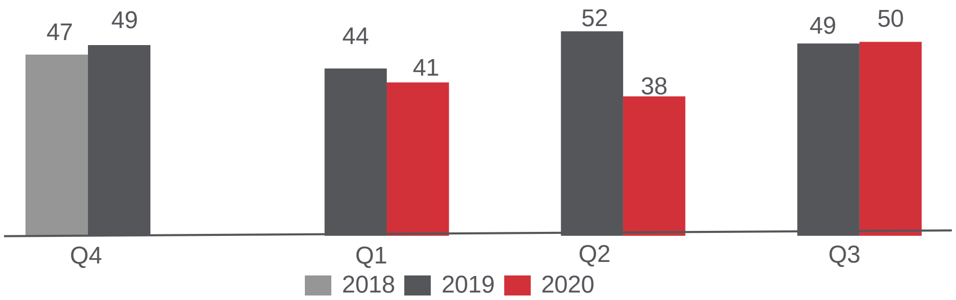
Significant Organic Growth Opportunities

- BDC is a call centre dedicated to handle all service work appointment bookings across our Canadian dealerships

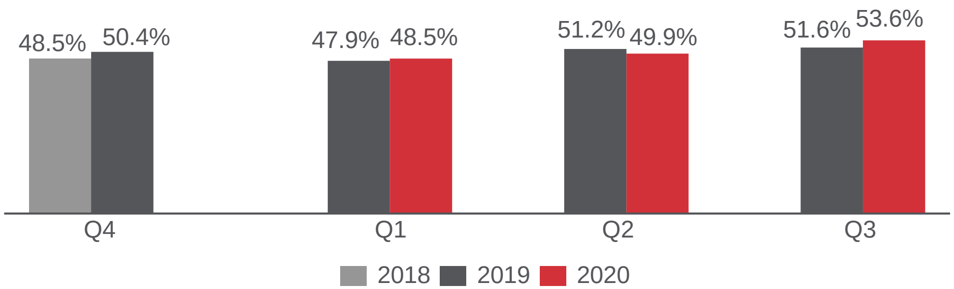
PS&CR Gross Margins ~50%

- Performance in 2020 impacted by COVID-19 with less kilometers driven

Same Store Parts, Service & Collision Repair Gross Profit ($M)



Same Store Parts, Service & Collision Repair Gross Profit Margin %

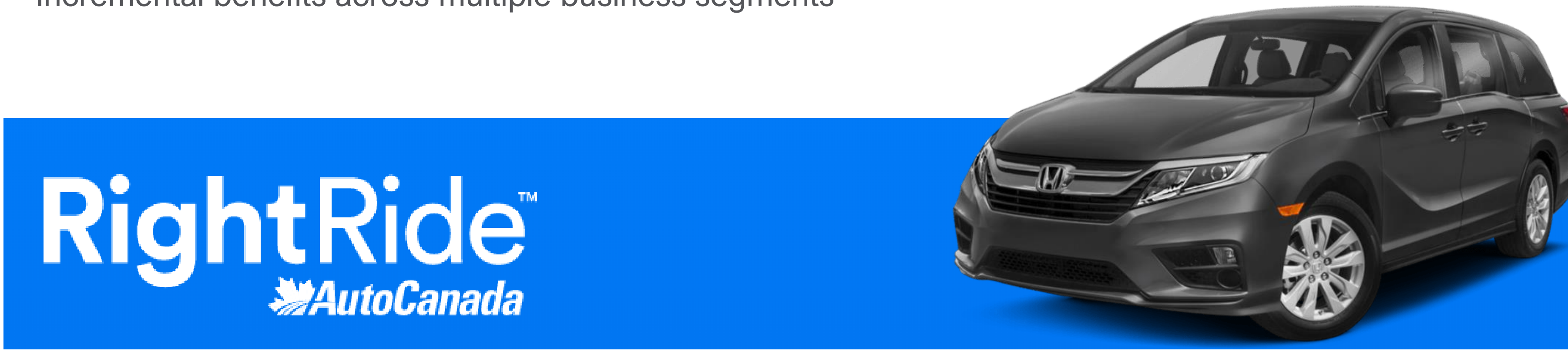


OPPORTUNITY: **Increase service bay occupancy across our dealership network to drive stability of revenues and strengthen gross margin**

RightRide – Fueling Organic Growth

Significant Organic Growth Opportunities

- Operate within 4 dealerships and opened 3 standalone locations as at Q3 2020
- Ability to offer attractive financing products to credit-challenged customers
- No credit risk retained by AutoCanada
- Geared to today's economy as well as in a declining economy
  - Drives stability of revenues and adds to counter-cyclicality of business
- Incremental benefits across multiple business segments

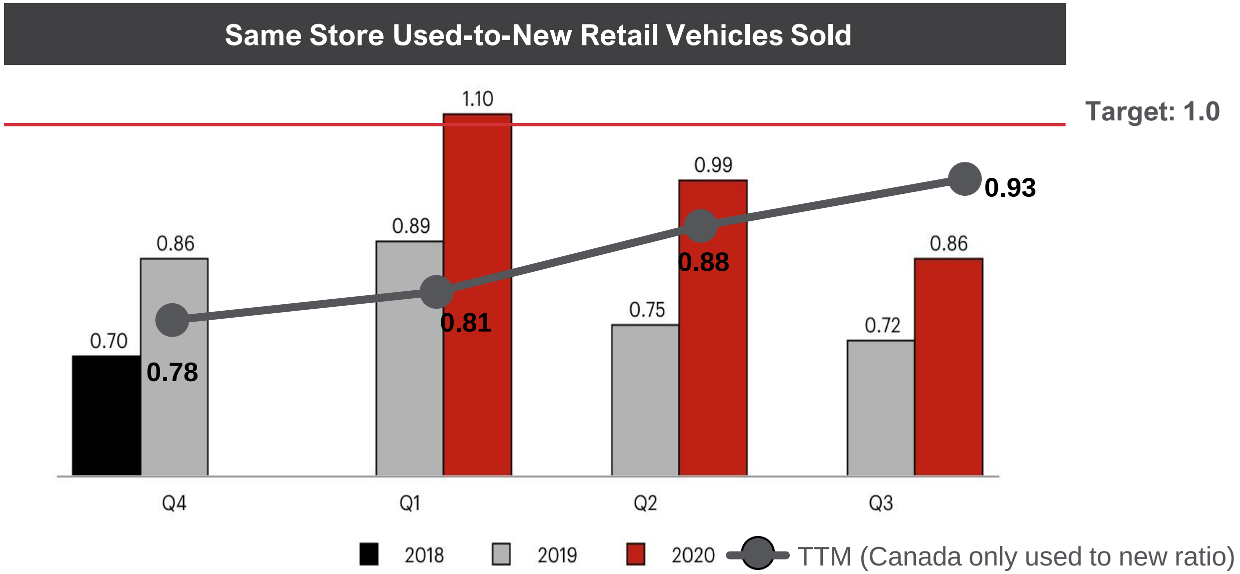


OPPORTUNITY: **Low capital investment to potentially capture significant growth opportunity within used vehicles**

Project 50 – Increasing Used Vehicles Sales

Significant Organic Growth Opportunities

- Additive to new vehicles to grow total unit sales
- Large addressable used market in Canada
- Drives incremental revenues in high margin business segments (F&I and PS&CR)
- Counter-cyclical and protects against recessionary environments



- **Canadian market used to new retail unit ratio was 0.5 in 2019[1]**

OPPORTUNITY: **Drive significant upside potential in the used vehicle business**

[1]*Source: DesRosiers Automotive Consultants*

Collision Centre Expansion

Significant Organic Growth Opportunities

- Currently operating 15 locations, predominantly within dealerships
- Collision centre operations add to stability of revenues, significant growth opportunity in a $6B market[1]
- Initiatives include:
  - Consolidation of existing centres under single dedicated leadership team
  - Alignment with OEM partners to provide OEM-certified repair services
  - Utilization of management system and implementation of best practices

AutoCanada COLLISION CENTRES

Complimentary Repair Estimates

Windshield & Glass Repair

Paint Refinishing

Interior & Exterior Details

Dent Removal

Valet & Car Rental

OPPORTUNITY: **Develop a growing, profitable and resilient business segment with longer-term opportunity to expand via acquisition**

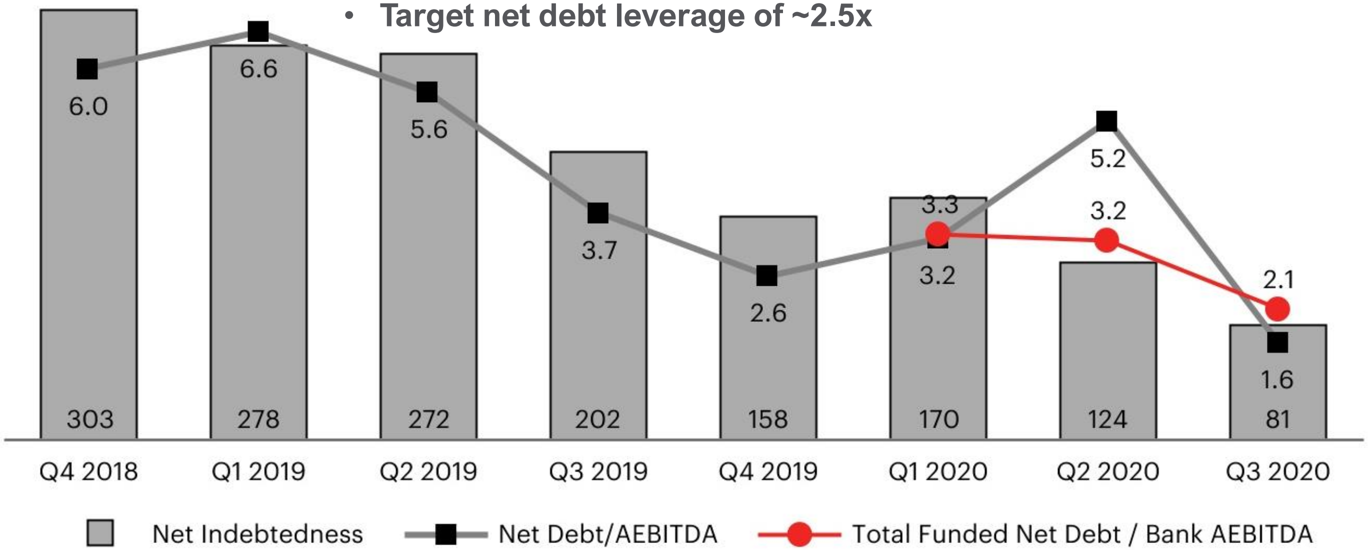
[1] *Source: IBISWorld*

Generated $178M of Free Cash Flow

Increase of ~$150M TTM Compared to Prior Year

PROVEN ABILITY TO REDUCE LEVERAGE ($M)

- **Target net debt leverage of ~2.5x**



NET DEBT LEVERAGE Q3 2020 ($M)

Floorplan	632.9
Long Term Debt	192.3
Cash on Hand	(110.9)
Net Debt Plus Floorplan	714.3
Less: Floorplan	632.9
Net Debt	81.4
Adjusted EBITDA[1] (TTM)	51.3
Net Debt Leverage	1.6x

[1]*Pre-IFRS 16*

Capital Allocation Strategy

Strong Stewards of Capital

- AutoCanada capital allocation aligned with business strategy, growth opportunities and free cash flow profile

CAPITAL ALLOCATION PRIORITIES

1 Organic Growth / Internal Investment
- Growth capital
- Maintenance capital

2 M&A / Strategic Partnerships
- Acquisitions
- Strategic investments

3 Liability Management
- Debt repayment
- Increasing cash

4 Return to Shareholders
- Dividends
- Share repurchases

Well Positioned for Industry Consolidation Through Disciplined M&A Strategy

Significant Consolidation Opportunities

Acquisitions are a key part of capital allocation strategy

Disciplined approach to evaluating acquisitions

Go Forward Initiatives better position AutoCanada as an industry consolidator

Ability to layer initiatives onto future acquisitions to realize incremental value

Strong balance sheet provides dry powder

Elements of Attractive Acquisitions

- Accretive
- Attractive balance sheet metrics
- Brand and geographic diversification

Key Acquisition Considerations

- Level of operational excellence
- Brand / OEM fit
- Geography
- Strength of management team
- Synergy potential

Acquisitions Post Q3 2020

Auto Bugatti Inc., Dorval Quebec

- In October 2020, the Company acquired a controlling interest in Auto Bugatti Inc., a collision repair facility specializing in luxury vehicles
- The acquired collision repair facility is BMW MINI certified and will provide support to AutoCanada's two BMW MINI dealerships in Montreal

Autohaus Peoria (“Peoria”), Peoria Illinois

- In October 2020, the Company purchased the net assets of Peoria, a luxury dealership with franchise rights for Porsche, Audi, Mercedes-Benz, and Volkswagen
- Strategic transaction further bolsters AutoCanada’s presence in southern Illinois and is highly complementary to our existing operations in Bloomington, IL as both dealers are in close proximity of each other and serve similar luxury-brand communities
- More significantly, Peoria represents our first Porsche dealership under management and we are looking forward to further developing our relationship with Porsche

Acquisitions Post Q3 2020

Haldimand Motors, Cayuga, Ontario

- In December 2020, the Company announced that its newly formed Used Digital Retail Division acquired Haldimand Motors, an independent used vehicle dealership located in Cayuga, Ontario, 30 minutes south of Hamilton, Ontario.
- Operating for over 35 years, Haldimand Motors is one of Canada's largest volume used vehicle dealers, with facilities of over 80,000 square feet on 20 acres, 130 shop bays and a full-service department. Haldimand is a consistent winner of Hamilton Spectator's People's Choice Award and Hamilton Consumer's Choice Award for used car dealership and a past winner of AutoTrader's National Best Used Car Dealer.
- The strategic acquisition of Haldimand Motors is part of AutoCanada's previously announced Used Digital Retail Initiative and will be part of the newly formed Used Digital Retail Division.

New Management Team With Proven Track Record Driving Vision & Strategy

Experienced Leadership Team

Paul Antony

Executive Chairman

Joined May 2018

- Assumed duties on Board of Directors and Executive Chair in 2018
- Founder, CEO, and Chairman of CARPROOF Corporation, an auto data software company. Under Paul's leadership, CARPROOF was recognized by Deloitte as a Best Managed Organization for several consecutive years and awarded Fast 50 & 500 Fastest growing tech companies in Canada and North America
- Led the minority sale of CARPROOF to Hellman and Friedman as well as its ultimate sale to IHS/Markit at the end of 2015

20+
Years of Experience

MAP INVESTCO
CARPROOF

Michael Rawluk

President of Canadian Operations

Joined June 2018

- Execution of Go Forward Operations Plan

18
Years of Experience

Birchwood AUTOMOTIVE GROUP

Mike Borys

Chief Financial Officer

Joined August 2019

- Focus on strengthening balance sheet and financial flexibility

30+
Years of Experience

PTW
FAMOUS PLAYERS
The BRICK
NEWALTA

Tamara Darvish

President of U.S. Operations

Joined March 2019

- Focus on U.S. business turnaround plan

30+
Years of Experience

cars CAPITAL AUTOMOTIVE
DARCARS AUTOMOTIVE GROUP

Peter Hong

Chief Strategy Officer

Joined August 2018

- Focus on strategic initiatives, M&A and governance matters

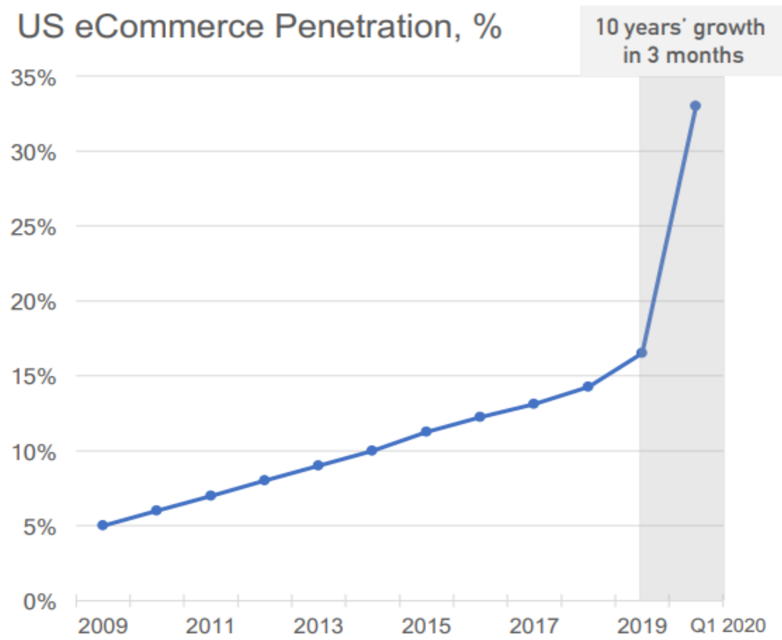
20+
Years of Experience

DAVIES

USED DIGITAL RETAIL STRATEGY

COVID-19 Pandemic Accelerating Consumer Shift to Digital

U.S. eCommerce penetration experienced 10 years' growth in 3 months



Source: McKinsey; Bank of America; Forrester Analytics; ShawSpring Research; US Dept of Commerce

- COVID-19 is driving the transition from offline-to-online at an accelerated rate across all industries – including automotive retail

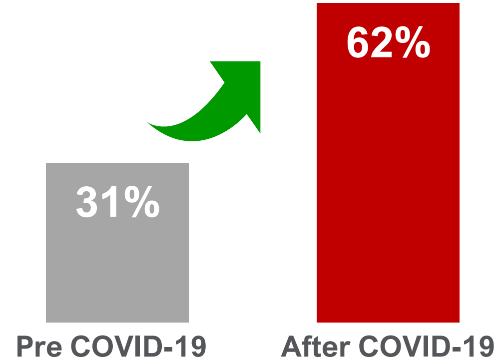
Increased Focus on Car Ownership and eCommerce[1]

93% Using personal cars more often

40% Considering buying a car

33% Moving faster to buy a car due to COVID-19

Open to Car Buying Online[1]



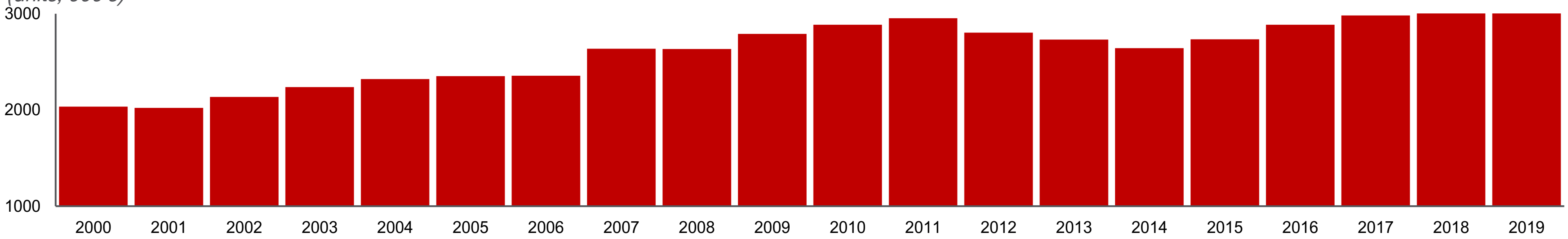
Pandemic Accelerated Trends – Consumers and Peers Increasingly Embracing Digital Vehicle Retail

1. Industry Research

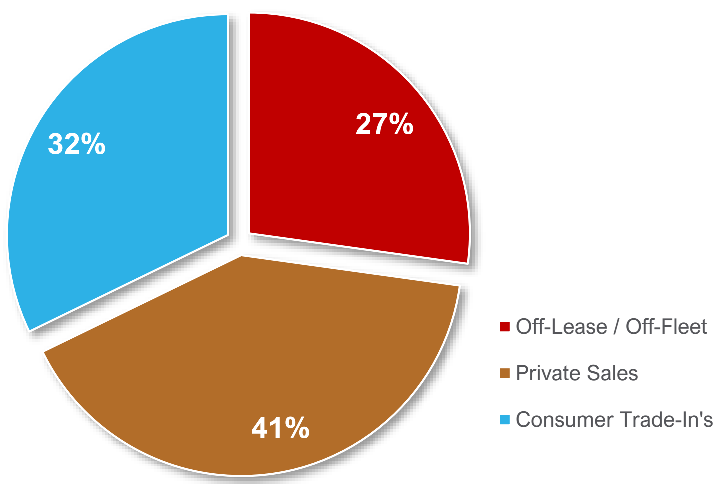
AutoCanada's Digital Evolution Begins with a Focus on the Stable Canadian Pre-Owned Vehicle Market

Canadian Used Vehicle Market – Stable Through Economic Cycles[1]

(units, 000's)



Sourcing Channels for Used Vehicles in Canada[1]



Key Trends & Market Observations

- ✓ Share of private sales have steadily declined over the last four years (from ~44% down to 41%)
- ✓ During the same time, off-lease/off-fleet has continued to grow (from 20% to 27%)
- ✓ New vehicle dealer groups have an advantage in acquiring off-lease / off-fleet vehicles pre-auction

Digital Strategy Acts as Accelerant on Profitable Used Vehicle Base to Drive Incremental EBITDA

1. Source: Desrosiers Automotive Consultants, 2019

Used Digital Retail Initiative

Embracing Secular Trends

Leaning into Digital Retail

Seamless Omni-Channel Experience
(Fully Online to In-Store)

Focus on the Canadian
Pre-Owned
Vehicle Market
(Largest Segment of Market)

AutoCanada's Used Digital Retail Strategy

Build-out / Acquire
Used Car Superstores
to Build Foundation

Draw on AutoCanada's Expertise across Canada

Positioned to Benefit from a Significant First-Mover Advantage in Canada

Used Digital Retail Strategy Highlights

- First-mover with significant structural advantage – scale, AutoCanada leadership and domain expertise
- Attractive market entry with low capital intensity
- Drive meaningful improvement beyond current ~1:1 Used to New ratio
- Attract consumers earlier in car buying lifecycle and serve them across all channels as preferred
- Experienced leadership – Paul Antony uniquely qualified in digital space with prior success of CARPROOF

In Conclusion – Key Takeaways

- **Strong progress on building a 'Complete' Business Model**
  - Go Forward Plan initiatives taking hold, driving resiliency to deliver top-decile performance in any economic environment

- **Strengthened Balance Sheet and capital structure supports ample liquidity to address any uncertainty with COVID pandemic**

- **We continue to outperform the market – 7 consecutive quarters of same store new retail unit sales performing well above the Canadian market[1]**

- **Management pivoting from defense to offense**
  - Building acquisition pipeline
  - First mover advantage building out Digital Platform in Canada

- **Proven leadership with track record of success**

[1] Source: DesRosiers Automotive Consultants

Q3 2020 RESULTS

Q3 2020 Results Overview

Record-Setting Quarter, Outperformed Market, Significantly Reduced Net Debt

Third Quarter 2020 Highlights

- Revenue was $1,017.1 million as compared to $981.9 million in the prior year, an increase of 3.6% and the first time the Company has exceeded $1 billion in sales in a single quarter
- Adjusted EBITDA was $61.1 million versus $32.5 million in the prior year, an increase of 87.9%; Adjusted EBITDA Pre-IFRS 16 was $50.2 million versus $23.0 million, an increase of 118.5%
- Adjusted EBITDA margin of 6.0% versus 3.3% in the prior year, an increase of 2.7 percentage points
- Outperformed the Canadian new retail vehicle market for the seventh consecutive quarter with same store new retail unit sales increasing 3.4% compared to the Canadian market decrease of (4.3)%[1]
- Canadian used to new retail units ratio increased to 0.86 from 0.72 last year and the trailing twelve month ratio improved to 0.93 at Q3 2020 as compared to 0.74 at Q3 2019
- Net indebtedness decreased by $42.8 million from $124.2 million at the end of Q2 2020 to $81.4 million at the end of Q3 2020
- Free cash flow of $53.4 million in the quarter compares to $54.8 million in the prior year
    - Q3 2020 TTM free cash flow of $178.0 million as compared to $29.2 million in Q3 2019

AutoCanada

[1]*Source: DesRosiers Automotive Consultants*

Q3 2020 Results Continued

Record Adjusted EBITDA of $61.1 Million

($M, unless otherwise noted)	Q3 2020	Q3 2019	Change
Consolidated Revenue	**1,017.1**	981.9	**3.6%**
Gross Profit %	**17.6%**	15.4%	**2.2 ppts**
Adjusted EBITDA	**61.1**	32.5	**87.9%**
Adjusted EBITDA %	**6.0%**	3.3%	**2.7 ppts**
Adjusted EBITDA Pre-IFRS 16	**50.2**	23.0	**118.5%**
Adjusted EBITDA Pre-IFRS 16 %	**4.9%**	2.3%	**2.6 ppts**

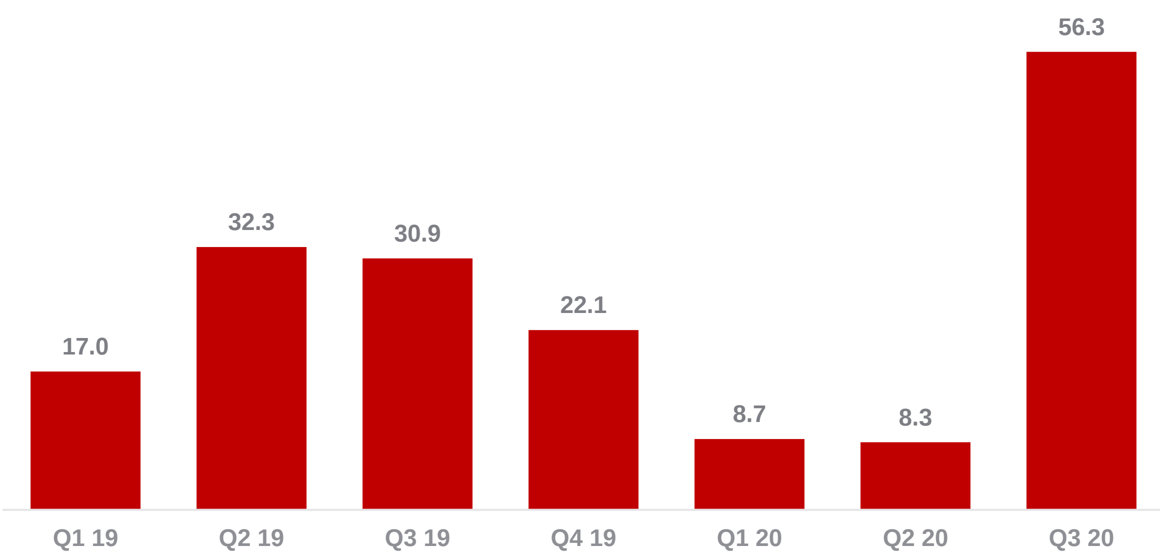
Same Store Used to New Ratio	**0.86**	0.72	
Net Debt	**81**	202	**-$121**
Net Debt / TTM Adj. EBITDA	**1.6x**	3.7x	**-2.1x**
Free Cash Flow TTM	**178.0**	29.2	**509.6%**

Q3 2020 Results Continued

Canadian Operations Results

- Same store new retail unit sales outperformed market for seventh consecutive quarter, up 3.4% compared to market decrease of 4.3% for brands represented by AutoCanada[1]
- Used to new retail units ratio increased to 0.86 from 0.72
- Finance and insurance gross profit per retail unit average increased to $2,593, up 5.6% or $137 per unit

CANADIAN OPERATIONS ADJUSTED EBITDA ($M)



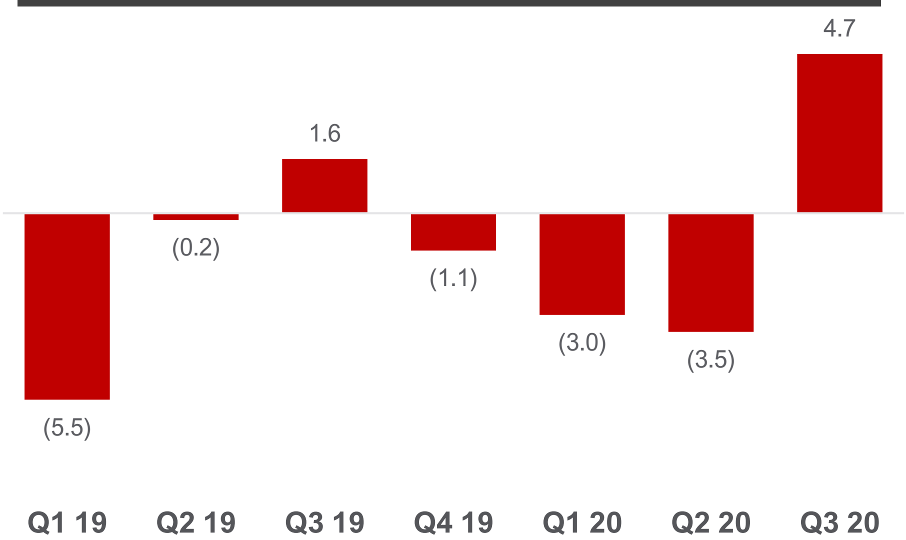
[1] *Source: DesRosiers Automotive Consultants*

Q3 2020 Results Continued

U.S. Operations Results

- Continued focus on cost management and profitability along with the easing of government restrictions imposed during Q2 2020, and strong market demand contributed to improved results for the U.S. platform
- Adjusted EBITDA was $4.7 million, an increase of $3.2 million from 2019
- New vehicle gross profit increased by $1.9 million and new vehicle gross profit percentage increased to 5.9%
- Used vehicle revenue increased by 1.7% and used vehicle gross profit percentage increased by 4.8%

U.S. Operations Adjusted EBITDA ($M)

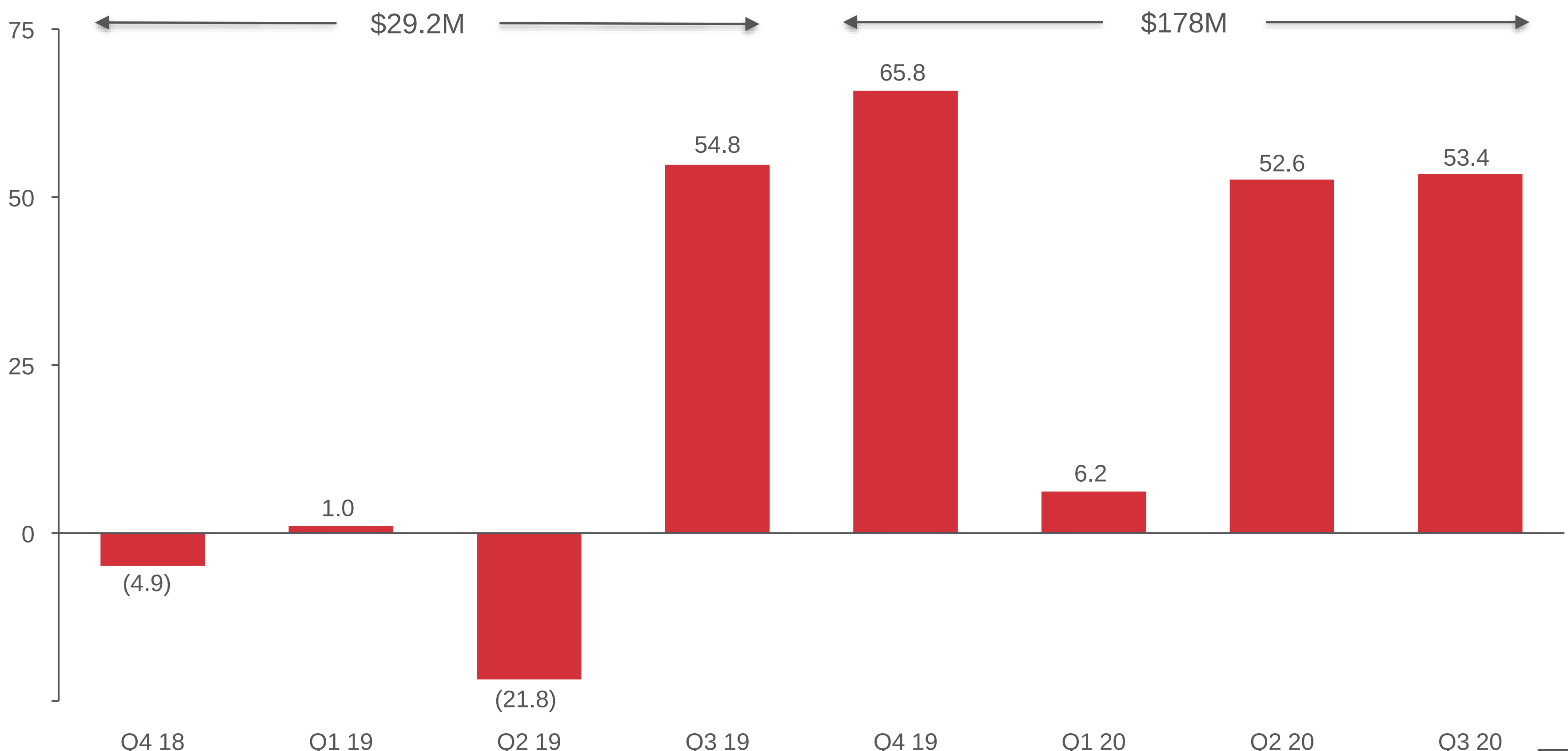


Free Cash Flow

Strong and Consistent Free Cash Flow Generation Over the Past Five Quarters

- Free cash flow was $53.4 million in Q3 2020 as compared to $54.8 million in the prior year

Year Over Year Swing of Close to $150M ($M)



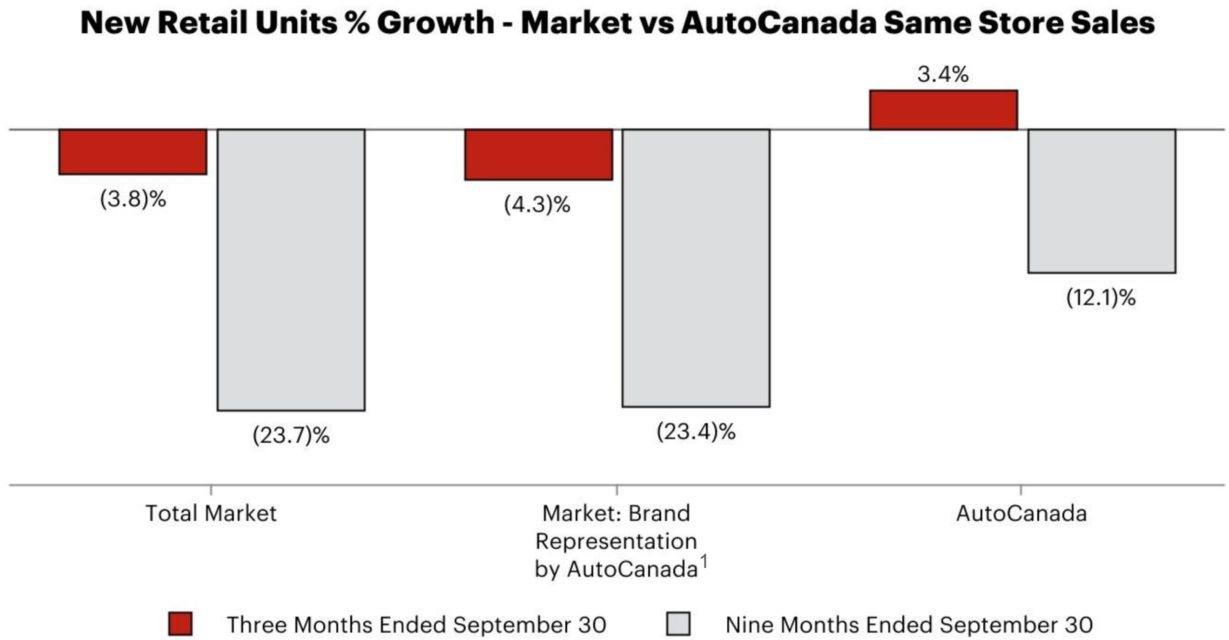
AutoCanada

Proven Ability to Outperform in New Vehicle Sales

For Seventh Consecutive Quarter, Outperformed Canadian New Retail Market

- AutoCanada has been able to outperform the Canadian new vehicle market despite the impact of COVID 19 in 2020

Outperformance largely due to increased experience of general managers across dealerships and focus on operational excellence/OEM relationships



AutoCanada

[1]*Source: DesRosiers Automotive Consultants*

Managing Through COVID-19
Enhancing Agility and Financial Flexibility

Focus on Preserving Cash and Strengthening the Business

- Actions taken with both an eye to managing range of COVID-19 impacts and ensuring we move forward well positioned to deliver exceptional operating performance

✓ **Amended Credit Facility**	• Covenant relief through to Q2 2021
✓ **Lower G&A and Corporate Costs**	• Employee layoffs – at peak of COVID-19 situation, laid off +40% of workforce • Benefit of bias to variable cost structure; reduced discretionary spending
✓ **Reduced Capital Expenditures**	• Reduced capital spend from 2 year average
✓ **Suspension of Dividend**	• Suspension represents ~$11 million in annualized cash savings; ~$8 million for 2020
✓ **Non-Core Asset Portfolio**	• Since the start of the year, reduced non-core assets from $14.2 million to $1.0 million; Realized proceeds of $8.1 million in Q3 2020 with the sale of three properties and year-to-date proceeds of $9.2 million
✓ **Government Subsidies**	• Canadian Wage Subsidy Program provided $32.5 million to date • U.S. Loan Program delivered $5.4 million USD in Q2 2020 with opportunity for forgiveness; to date, the loan has not been recognized into income
✓ **Hedging Actions**	• Restructured nearly half of interest rate swap portfolio to drive +$2 million cash savings

Well Positioned to Capitalize on Recovery

APPENDIX

Supplemental Information

EBITDA and Adjusted EBITDA

$M	YTD 2020	FY 2019	FY 2018
Net (loss) income	(31)	(27)	(85)
Addback:			
Income taxes	(3)	1	2
Depreciation and amortization	32	43	20
Interest charges	29	39	20
EBITDA	**27**	**56**	**(43)**
Addback:			
Impairment of non-financial assets, net	36	36	102
Financing and risk management settlements	10	-	-
Corporate reorganization and transition costs	1	2	4
(Gain)/loss on dealership divestitures and closures	-	5	2
(Gain)/loss on capital property transactions	(2)	(2)	(14)
IFRS 16 AEBITDA	**72**	**97**	**51**
Net rental expense adjustment	(32)	(37)	-
Pre-IFRS 16 AEBITDA	**40**	**60**	**51**

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