

Forward-Looking Statements and Non-GAAP and Other Financial Measures

Forward-Looking Statement

Certain statements contained in this presentation are forward-looking statements and information (collectively "forward-looking statements"), within the meaning of the applicable Canadian securities legislation. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as "will likely result", "are expected to", "will continue", "is anticipated", "projection", "vision", "goals", "objective", "target", "schedules", "outlook", "anticipate", "expect", "estimate", "could", "should", "plan", "seek", "may", "intend", "likely", "will", "believe", "shall" and similar expressions) are not historical facts and are forward-looking and may involve estimates and assumptions based on current belief or assumptions of AutoCanada Inc. ("AutoCanada" or the "Company") and are subject to risks, uncertainties and other factors some of which are beyond our control and difficult to predict. In particular, forward-looking statements in this presentation include, but are not limited to, references to: the operations and performance of the Company's milestones, key priorities and future intentions and results of the Go Forward Plan; the financial results and financial condition of the Company, the Company's future sales revenue and profitability; the Company's general strategic and growth strategies, including with respect to the Used Digital Retail Strategy; the market and expected developments in the retail automotive industry; future operating results of acquired dealerships; the successful integration of such dealerships into AutoCanada's business; the growth of the Company's collision and RightRide divisions; and the potential continued impacts of the coronavirus (COVID-19) pandemic on the Company's business operations. Although the Company believes that the expectations reflected by the forward-looking statements presented in this presentation.

Details of the Company's material forward-looking statements are included in the Company's most recent Annual Information Form. The Company's most recent Annual Information Form and other documents filed with securities regulatory authorities (accessible through the SEDAR website www.sedarplus.ca) describe the risks, material assumptions and other factors that could influence actual results and which are incorporated herein by reference. Further, any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by applicable law, we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. New factors emerge from time to time, and it is not possible for Management to predict all of such factors and to assess in advance the impact of each such factor on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statement.

Non-GAAP and Other Financial Measures

This investor presentation contains certain financial measures that do not have any standardized meaning prescribed by Canadian GAAP. Therefore, these financial measures may not be comparable to similar measures presented by other issuers. Investors are cautioned these measures should not be construed as an alternative to net earnings (loss) or to cash provided by (used in) operating, investing, financing activities, cash and cash equivalents, and indebtedness determined in accordance with Canadian GAAP, as indicators of our performance. We provide these additional non-GAAP measures, capital management measures, and supplementary financial measures to assist investors in determining our ability to generate earnings and cash provided by (used in) operating activities and to provide additional information on how these cash resources are used.

Adjusted EBITDA, adjusted EBITDA margin, and free cash flow are not earnings measures recognized by GAAP and do not have standardized meanings prescribed by GAAP. Investors are cautioned that these non-GAAP measures should not replace net earnings or loss (as determined in accordance with GAAP) as an indicator of the Company's performance, of its cash flows from operating, investing and financing activities or as a measure of its liquidity and cash flows. The Company's methods of calculating referenced non-GAAP measures may differ from the methods used by other issuers. Therefore, these measures may not be comparable to similar measures presented by other issuers.

Section 14. NON-GAAP AND OTHER FINANCIAL MEASURES and section 15. NON-GAAP AND OTHER FINANCIAL MEASURE RECONCILIATIONS of the Company's Management's Discussion & Analysis for the three- and six-month period ended June 30, 2023 ("MD&A") is hereby incorporated by reference for further information regarding the composition and reconciliation of these measures (accessible through the SEDAR website at www.sedarplus.ca).



AutoCanada Overview

A Leading Multi-Location Automobile Dealership Group



- One of Canada's largest multi-location automobile dealership groups with ~6,000 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 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 Glance¹

65

OEM Franchises in Canada²

18

OEM Franchises in Illinois, U.S.

15

RightRide/ Independent Used Car Dealerships 1,355

Service and collision bays

28

Automotive Brands

1.0M

TTM Service & collision repair orders³

37K

New retail vehicles³ sold TTM

64K

Used retail vehicles³ sold +12% YoY TTM

\$6.3B

Revenue TTM

\$266M

Adjusted EBITDA³ TTM

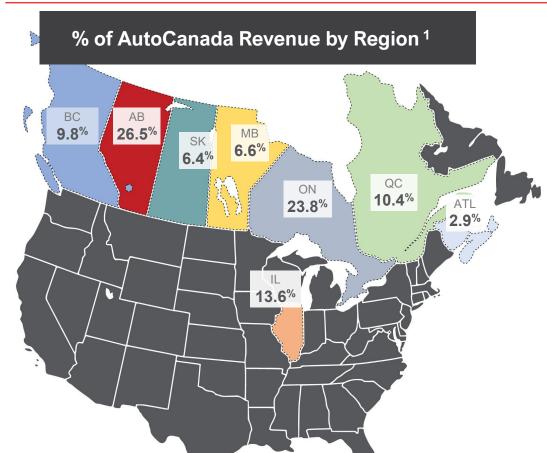
¹ As at June 30, 2023 TTM

² Opening one large GM dealership in Maple Ridge in Q4 2023

³ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary and non-GAAP measures

Revenue Diversity Across Brands and Geographies





AUTOCANADA CANADIAN REVENUE MIX1

AUTOCANADA CANADIAN REVENUE WIIX								
Segment	Segment %	Brand	Brand Revenue %					
Import	31%	Acura	1%					
		Honda	5%					
		Hyundai	9%					
		Infiniti	1%					
		Kia	2%					
		Mazda	1%					
		Nissan	5%					
		Subaru	1%					
		Volkswagen	6%					
Domestic	39%	Ford	3%					
		GM	9%					
		Stellantis	27%					
Luxury	16%	Audi	2%					
		BMW/MINI	8%					
		Mercedes	4%					
		Porsche	2%					
Collision/Right Ride/Used Digital ²	14%	Other	14%					

¹ Trailing Twelve Months ended June 30, 2023

² Non-franchised dealership revenue - including stand-alone collision centres, Used Digital stores and RightRide stores

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 Omni-Channel Strategy

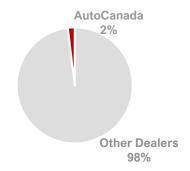
Large and Highly Fragmented Market – Ample Opportunity for Consolidation



> 3,700 Dealerships in Canada



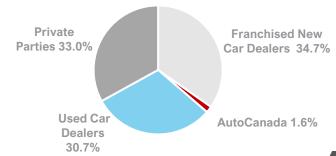




1.6 Million New Vehicles

3.1 Million Used Vehicles

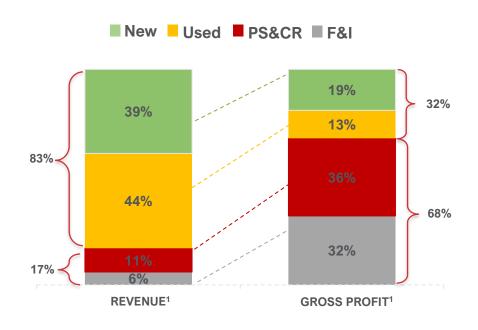




Profitable Product Mix & Diverse Earnings Streams Provide Stability

Complete Business Model Facilitates Higher Margin F&I and PS&CR Sales



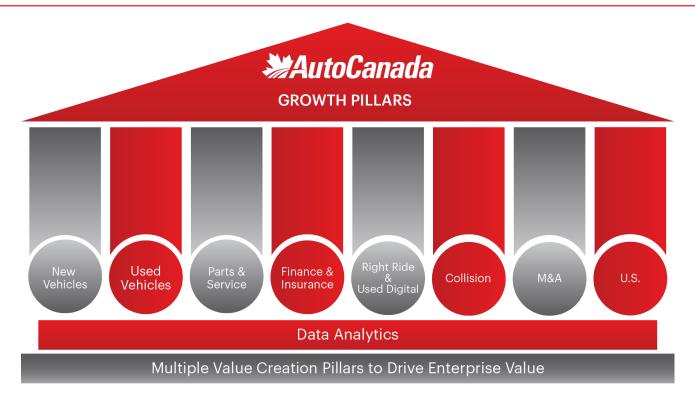


¹ For the Trailing Twelve Months ended June 30, 2023

- New car sales are local monopolies that have averaged ~ 2.0% unit sales growth over the long term
- Used car sales offer bricks and mortar and online experience; unconstrained by OEM requirements; offering long term organic growth potential
- PS&CR benefits from repair to OEM standards, warranty repair, and improved customer service experience
- F&I completes customer ecosystem, providing high margin sales and opportunities for car sales (new, used and online)

Growth Pillars

Strategic Growth Initiatives Driving Industry-Leading Performance



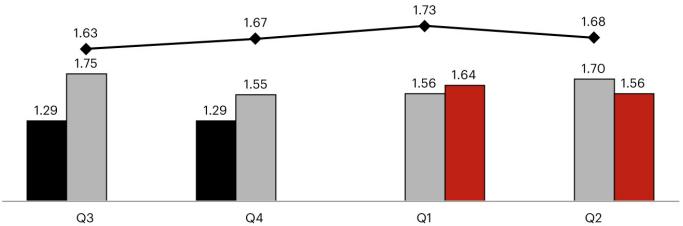
Increasing Used Vehicles Sales

Industry Leader in Canada



- Counter-cyclical to new vehicle sales; no OEM constraints on market share growth; omni-channel strategy
- Creates opportunities to capture high margin sales in F&I and PS&CR

Used to New Retail Units Ratio $^{^2}$ (Quarterly on a Same Store basis and TTM on a Canadian basis)



Canadian market used to new retail unit ratio² was 0.7 in 2021¹

OPPORTUNITY:

Drive significant upside potential with F&I, PS&CR on increased volume of Used Vehicles Sales

¹ Source: DesRosiers Automotive Consultants

² See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

RightRide / Used Digital

Significant Organic Growth Opportunities



RightRide offers ability to offer attractive financing products to credit challenged customers (sub and near prime)

- No credit risk retained by AutoCanada
- Digital sales and marketing strategy enables customers to apply for credit online and purchase a vehicle from anywhere in Canada
 - Integration with Used Digital initiative under review to create omnichannel used car platform
- Strategy to grow from 12 stand-alone locations as at August 10, 2023, with additional locations in progress
- · Business Model is capital light and scalable





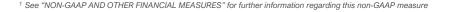
Used Digital strategy complementary to existing Complete Business Model

- Omnichannel buying experience for customers that supports instore and online requirements for used vehicles
- Development of national network of used vehicle dealerships through physical and online presence
- Leverage AutoCanada's scale, domain expertise and existing industry relationships across Canada
- Recently announced continuation of Kijiji's role as AutoCanada's preferred online marketplace partner in Canada, as well as the integration of consumer solutions developed by our Used Digital Division on Kijiji, including a solution to offer F&I products to Kijiji users



OPPORTUNITY:

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



Parts & Service

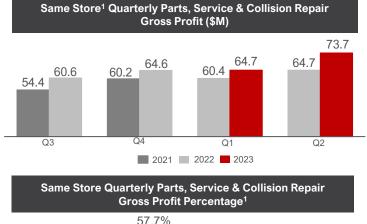
Significant Organic Growth Opportunities

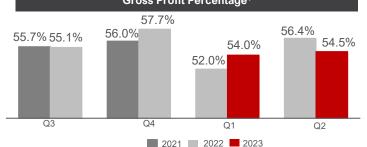


- Leverage centralized call centre (Business Development Centre or "BDC") to handle all inbound and outbound service work appointment bookings
- Management focus on effective labour rate, service hours sold and customer satisfaction index
- Customer retention a key focus area (tire storage, warranties, maintenance plans); factory trained technicians



 Performance over last 12 months reflecting increase in kilometres driven, service bay occupancy AND increasing complexity of vehicles leading to customers returning to OEM dealers instead of independent repair facilities





OPPORTUNITY:

Increase service bay occupancy¹ across our dealership network to drive stability of revenues and strengthen gross margins



¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

² As at June 30 2023

³ TTM June 30, 2023

Collision Centre Expansion





- Strategy prioritizes access to OEM repair procedures, OEM certifications and OEM parts procurement
- · Large, fragmented and mature market which benefits consolidator
- Dedicated leadership team driving growth by acquiring stand-alone OEM certified collision centres
- · Leverage geographic areas where we have multiple dealerships, enabling a "hub and spoke" model
- · Inherent synergies with existing dealerships, enhancing service model to entire vehicle selling and repair process
- Enables AutoCanada to manage customer relationships from cradle to grave, cross sell customer lists (i.e. referring customers with a non-repairable accident to our dealerships, and customers with a repairable accident to our repair shops)





Complimentary Repair Estimates



Windshield & Glass Repair



Paint Refinishing



Interior & Exterior Details



Dent Removal



Valet & Car Rental



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

Drive Growth Through Optimization of Finance & Insurance

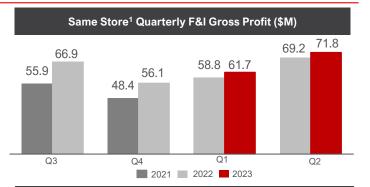
Leading F&I GPU across North America

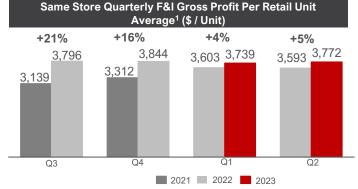


- Dedicated and focused F&I team leading efforts across all dealerships
- F&I amplifies gross margin contributions from New and Used Vehicle sales
- Growth over the last 3 years has been methodical, intentional consistent growth across all provinces and brands
- Leveraging data, in-house training, and incentives are key elements of success
- Growth in F&I GPU driven by an increased focus on products sold per deal
 - 19 consecutive quarters of year-over-year growth in Same Store F&I GPU
- High value opportunity for synergies from future acquisitions









OPPORTUNITY:

Capture additional high margin F&I revenue through best-in-class operational performance across new stores and omni-channel strategy

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these supplementary financial measures

² As at June 30, 2023

³ TTM June 30, 2023

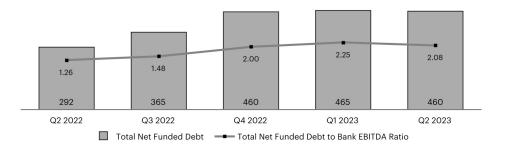
Generated \$167M of Free Cash Flow Q2 2023 TTM

Total Net Funded Debt to Bank EBITDA Leverage Ratio of 2.08x



DISCIPLINED MANAGEMENT OF LEVERAGE

Total Net Funded Debt (\$Millions) and Total Net Funded Debt to Bank EBITDA Ratio



TOTAL NET FUNDED DEBT Q2 2023 (\$M)

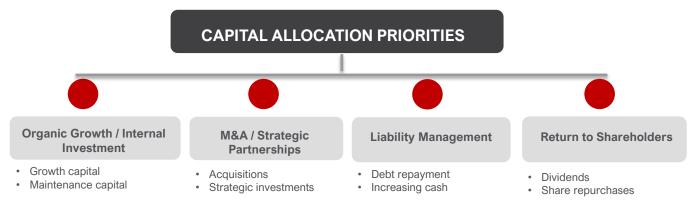
Revolving term facility - Credit Facility	143.7
Senior Unsecured Notes	345.0
Other funded debt according to Credit Facility	6.9
Total Funded Debt	495.5
Less: Allowable Cash Netting according to Credit Facility	35.2
Total Net Funded Debt	460.3
Total Net Funded Debt Bank EBITDA (TTM)	460.3 220.8

Capital Allocation Strategy

Strong Stewards of Capital



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



• For the trailing twelve-month period ending June 30, 2023, AutoCanada purchased and cancelled approximately 3.0 million shares for total cash consideration of \$83 million, under its NCIB and SIB, at an average price of \$27.39 per share

We will continue to assess all alternatives, including share buy-backs and acquisitions, as part of a disciplined capital allocation process, while maintaining a solid balance sheet

Well Positioned for Industry Consolidation Through Disciplined M&A Strategy





Acquisitions are a key part of capital allocation strategy

Disciplined approach to evaluating acquisitions

- · Meets internal return requirements
- Brand fit and diversification
- Geography
- Operational opportunities & potential synergies



Go Forward Plan 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

- Advance and actively assess strategic acquisition opportunities and develop a robust acquisition pipeline
- Employ a disciplined hurdle-return framework to price transactions
- Remain well-positioned to continue to execute on our acquisition strategy
- Consistent with our previously stated intentions and strategy, these deals will add diversity by geography and OEM brands

Recent Acquisitions *Executing on Robust Pipeline of Opportunities*



Date	Company	Location	Туре	Description	
May 2022	Audi Windsor and Porsche of London	Ontario	Dealerships	ealerships • Adds 2 dealerships, geographic diversification and adds Porsche to Canada	
Jun. 2022	Burwell Auto Body	London, ON	Collision	Expands collision centre capacity and leverages existing dealerships in Ontario	
Aug. 2022	Kelleher Ford	Brandon, MB	Dealership & Collision	Expands presence in Western Manitoba, an attractive truck market	
Aug, 2022	Velocity Autobody	Markham, ON	Collison	Tesla certified, continues strategy to expand national collision centre footprint	
Sept. 2022	Auto Gallery of Winnipeg	Winnipeg, MB	Used Digital	Expands Used Digital Retail Division, provides geographic diversification	
Oct. 2022	North Toronto Auction	Ininsfil, ON	Used Digital	Supports Used Digital Retail Division through sourcing of vehicles	
Oct. 2022	Kavia Auto Body	Saskatoon, SK	Collision	Strategically located close to two of AutoCanada's dealerships	
Nov. 2022	Excellence Auto Collision	Scarborough, ON	Collision	Includes two luxury collision centres, expands Tesla certified locations to three	
Dec. 2022	Sterling Honda	Hamilton, ON	Dealership	Expands footprint in attractive Hamilton market and adds brand diversity	
Feb. 2023	DCCHail	Calgary, AB	Collision	National presence, specializing in insurance claim management & hail damage repair	
Apr. 2023	Premier Chevrolet Buick GMC	Windsor, ON	Dealership & Collision	Expands footprint in attractive Southwestern Ontario market and adds brand diversity	
May 2023	London Auto Collision	London, ON	Collision	Expands collision centre capacity and leverages existing dealerships in Ontario	

Management Team With Proven Track Record Driving Vision & Strategy

Recently Expanded 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

35 +Years of Experience









Azim Lalani Chief Financial Officer Joined March 2023

- · Focus on strategic priorities of AutoCanada, including strengthening the balance sheet and improving financial flexibility
- Over 25 years of financial experience with senior management roles in several public and private real estate and operating companies with responsibility for financial reporting. treasury, corporate finance, taxation, investor relations & risk management.
- Previously serving as Chief Financial Officer at American Hotel Income Properties REIT, LP

25+ Years of Experience





Peter Hona Chief Strategy Officer & General Counsel Joined August 2018

- Focus on strategic initiatives, M&A and governance matters
- Previously Senior Partner with Davies Ward Phillips & Vineberg HP



Jeffrey Thorpe President, Canadian Operations Joined April 2022

- · Focus on strategies and day-today operations in Canada and driving the Company's ongoing growth, synergies and efficiencies
- · Previously spent 23 years at AutoNation, most recently serving as Market President overseeing multiple U.S. markets

20+ Years of Experience

DAVIES

24+ Years of Experience **AutoNation**



Environment, Social & Governance (ESG) Overview

Focus on areas that positively impact our business and society



 We are committed to responsible business practices and driving continuous improvement of our operations and our relationships with our employees and the communities in which we live and work.

We recently published our inaugural ESG report, which can be found on our website at this link: AutoCanada's 2023 ESG Report



Environment

- We offer a variety of hybrid and electric-powered vehicles which generate far fewer emissions into the atmosphere.
- Our new and renovated facilities are outfitted with energy efficient design including LED lighting, automatic-sensor enabled lighting, and high-efficiency HVAC systems.



People

- We strive to provide our employees with competitive compensation, meaningful and challenging work, an engaging and collaborative environment, recognition for performance, and opportunities for growth and advancement.
- We offer a broad range of training and development programs for our top talent to build bench strength, promote succession planning, and enhance skill development.



Community

- Our employees are committed to supporting the communities we serve, as we believe community involvement and charitable giving enrich our local neighbourhoods.
- Initiatives include employee volunteer opportunities and partnerships with local food banks, homeless shelters, hospitals, school districts, sports teams, children's charities, and animal rescue organizations.



Governance

- We consider good governance to be central to ensuring effective and efficient operations.
- 14% women on the Board of Directors.
- Board has oversight of ESG strategy and implementation.
- Our Diversity policy recognizes the many benefits arising from employee and Board diversity, including a broader pool of high-quality employees, improving employee retention, accessing different perspectives and ideas and benefiting from all available talent.

In Conclusion – Key Takeaways













- We have executed well on building out our 'Complete' Business Model
 - o Progress on initiatives to grow New, Used, F&I, and PS&CR driving resiliency
 - o Able to deliver top decile performance in any economic environment

• Strengthened balance sheet, strong cash flow and capital structure allows company to pursue acquisition opportunities and/or return of capital to shareholders as appropriate

- Company is well positioned for growth in multitude of segments:
 - o Omnichannel used vehicle platform, leveraging expansion of RightRide locations
 - Collision centres platform, applying differentiated strategy favouring OEM certification and OEM parts
 - Execution against traditional franchise dealership M&A

Proven and renewed leadership with track record of success



Q2 2023 Results Overview

Record Results Across Various Operational Segments

- Revenue was \$1,756.3 million as compared to \$1,686.0 million in the prior year, an increase of 4.2%
- Total retail vehicles sold of 28,479 units, an increase of 861 units or 3.1%
- Used to new retail units ratio¹ was 1.53 compared to 1.80
- Gross profit was \$318.7 million as compared to \$279.3 in the prior year, an increase of 14.1%
- Operating expenses before depreciation as a percentage of gross profit¹ decreased to 67.4% from 71.7%
- Net income for the period was \$45.2 million versus \$39.1 million in the prior year
- Adjusted EBITDA¹ of \$94.1 million versus \$75.6 million in the prior year, an increase of \$18.5 million
 - EBITDA Margin¹ was 5.4% versus 4.5% in the prior year, an increase of 0.9 percentage points
- Diluted earnings per share was \$1.75, an increase of \$0.42 from \$1.33 in the prior year

TTM Q2 Adjusted EBITDA¹ of \$266.1 million

Q2 2023 Results Continued

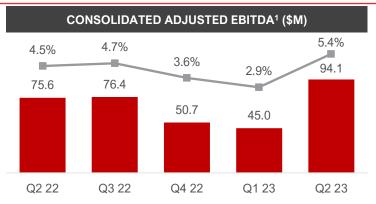
Second Quarter Results

(\$M, unless otherwise noted)	Q2 2023	Q2 2022	Change
Consolidated Revenue	1,756.3	1,686.0	+4%
Gross Profit %1	18.1%	16.6%	+1.6 ppts
Adjusted EBITDA ¹	94.1	75.6	+24%
Adjusted EBITDA ¹ %	5.4%	4.5%	+0.9 ppts
Same Store Used to New Ratio ¹	1.56	1.70	-14%
Total Net Funded Debt	460	292	+168
Total Net Funded Debt to Bank EBITDA Leverage Ratio	2.08x	1.26x	+0.82x
Free Cash Flow ¹ TTM	166.5	89.1	+87%

¹ See "NON-GAAP AND OTHER FINANCIAL MEASURES" for further information regarding these non-GAAP and supplementary financial measures

Q2 2023 Results Continued

Operations Results – Higher New and Used Vehicle Retail Sales & F&I Key Drivers

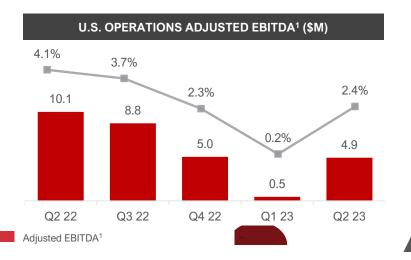


TTM Consolidated Adjusted EBITDA¹ \$266.1 million

TTM Canadian Operations Adjusted EBITDA¹ \$246.9 million

TTM U.S. Operations Adjusted EBITDA¹ \$19.2 million

CANADIAN OPERATIONS ADJUSTED EBITDA¹ (\$M) 5.8% 4.9% 3.9% 3.9% 89.2 3.3% 67.6 65.4 45.7 44.6 Q2 22 Q3 22 Q1 23 Q2 23 Q4 22 ■ AEBITDA Margin¹



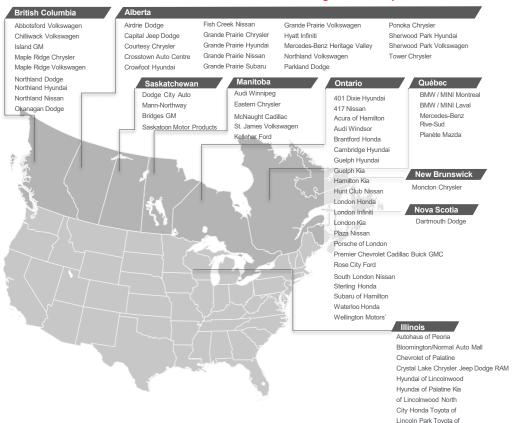


APPENDIX

Dealership Locations and Brands

Geographic and Brand Diversification -

AutoCanada Owns Some of the Best Performing Dealerships in Canada



Lincolnwood

2022 & 2023 YTD Awards **Dealership/Collision Centre** Award Financial services award > Pre-owned vehicles sales award Customer Experience award **BMW Montréal Center** > Retailer of the year, Group 2 > 2023 Dealer of the Year and Consumer Satisfaction award > 2022 Retailer of the Year Sustainability Award **BMW Laval** > #1 certified pre-owned GM dealership in all of Saskatoon Motor Products > Canadian AutoWorld Employer of Choice Award McNaught Buick Cadillac GMC for 2023 > 2022 Ford President's Award Rose City Ford > Audi Vorsprung Performance Award - Overall Dealership (Volume Group 450-749) Audi Winnipea > Honda Dealer Excellence award London and Brantford Honda > Presidents Circle for Pre-Owned Vehicle Sales Mercedes-Benz Heritage Valley > Presidents Circle for Pre-Owned Vehicle Sales Mercedes-Benz Rive Sud > Hyundai President's Award of Merit Guelph Hyundai > Eight-time winner of the Planet S Best of Kavia Autobody Saskatoon award > 2022 BMW CCRC Central Region of the Year **Burwell Autobody** > 2023 Wolfsburg Crest Club St. James Volkswagon > 2023 Wolfsburg Crest Club Chilliwack Volkswagon > 2023 Wolfsburg Crest Club Grande Prairie Volkswagon

Auto Gallery of Winnipeg

******AutoCanada

> 2023 AutoTrader Best Priced Dealer Award

