



INVESTOR PRESENTATION

FEBRUARY 2020

DISCLOSURE

Forward-Looking Statements

Certain statements in this presentation, and at times made by our officers and representatives, constitute forward-looking statements within the meaning of the "Safe Harbor" provisions of the Private Securities Litigation Reform Act of 1995. Generally, you can identify forward-looking statements by terms such as "project", "outlook", "target", "may," "will," "would," "should," "seek," "expect," "plan," "intend," "forecast," "anticipate," "believe," "estimate," "predict," "potential," "likely," "goal," "strategy," "future," "maintain," and "continue" or the negative of these terms or other comparable terms. Examples of forward-looking statements in this presentation include, among others, statements regarding:

- Future market conditions, including anticipated national new car sales levels;
- Expected operating results, such as improved store performance; continued improvement of selling, general and administrative expenses ("SG&A") as a percentage of gross profit and all projections;
- Anticipated integration, success and growth of acquired stores;
- Anticipated ability to capture additional market share;
- Anticipated ability to find accretive acquisitions;
- Expected revenues from acquired stores;
- Anticipated synergies, ability to monetize our investment in digital innovation;
- Anticipated additions of dealership locations to our portfolio in the future;
- Anticipated availability of liquidity from our unfinanced operating real estate;
- Anticipated levels of capital expenditures in the future; and
- Our strategies for customer retention, growth, market position, financial results and risk management.

Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Forward-looking statements are not guarantees of future performance, and our actual results of operations, financial condition and liquidity and development of the industry in which we operate may differ materially from those made in or suggested by the forward-looking statements in this presentation. Therefore, you should not rely on any of these forward-looking statements. The risks and uncertainties that could cause actual results to differ materially from estimated or projected results include, without limitation:

- future economic and financial conditions (both nationally and locally);
- changes in customer demand, our relationship with, and the financial and operational stability of, vehicle manufacturers and other suppliers;
- risks associated with our indebtedness (including available borrowing capacity, compliance with financial covenants and ability to refinance or repay indebtedness on favorable terms);
- the adequacy of our cash flow and earnings and other conditions which may affect our ability to pay our quarterly dividend at the planned level;
- disruptions to our technology network including computer systems and software, as well as natural events such as severe weather, fires, floods and earthquakes or man-made or other disruptions of our operating systems, structures, facilities or equipment; and
- government regulations, legislation and others set forth throughout "Part II, Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations" and in "Part I, Item 1A. Risk Factors" of our most recent Annual Report on Form 10-K, and from time to time in our other filings with the SEC.

Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

Non-GAAP Financial Measures

This presentation contains non-GAAP financial measures such as adjusted net income and diluted earnings per share, adjusted SG&A as a percentage of revenue and gross profit, adjusted operating margin, adjusted operating profit as a percentage of gross profit, adjusted pre-tax margin, EBITDA, adjusted EBITDA, leveraged EBITDA and adjusted total debt. Non-GAAP measures do not have definitions under GAAP and may be defined differently by and not comparable to similarly titled measures used by other companies. As a result, we review any non-GAAP financial measures in connection with a review of the most directly comparable measures calculated in accordance with GAAP. We caution you not to place undue reliance on such non-GAAP measures, but also to consider them with the most directly comparable GAAP measures. As required by SEC rules, we have reconciled these measures to the most directly comparable GAAP measures in the attachments to this release. We believe the non-GAAP financial measures we present improve the transparency of our disclosures; provide a meaningful presentation of our results from core business operations, because they exclude items not related to core business operations and other non-cash items; and improve the period-to-period comparability of our results from core business operations. These presentations should not be considered an alternative to GAAP measures.

A MASSIVE MARKET

Consolidating a highly fragmented industry

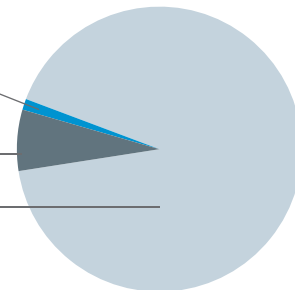
\$1 TRILLION+ MARKET

- 17mm New Vehicles
- 40mm Used Vehicles

FRANCHISED DEALER MARKET SHARE

Source:
NADA DATA 2018 Midyear
Report, Automotive News
Top 150 Dealership
Groups 2017

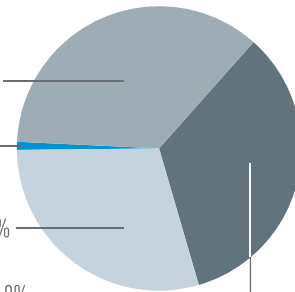
Lithia 1.0%
Other Top 10
Dealers 7.0%
All Others 92.0%



USED MARKET SHARE

Source:
NAIDA 2018 Used Car
Industry Report

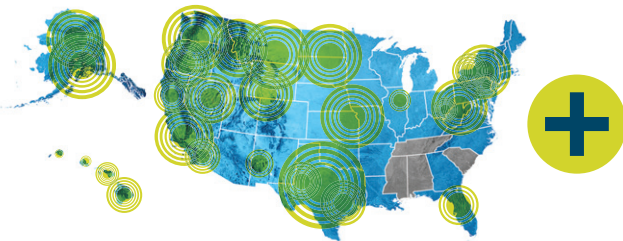
Franchised New
Car Dealers 36.1%
Lithia 0.5%
Private Parties 29.4%
Used Car Dealers 34.0%



MODERNIZING AN INDUSTRY

A high-performing growth company powered by people and innovation

NETWORK



DIGITAL TECHNOLOGY



Capturing **meaningful market share** requires consolidating a highly fragmented market and creating a retail experience that our customers crave.

Profiting from the **modernization** occurring in personal transportation.

APTITUDE + APPS

LITHIA MOTORS

The pragmatic disruptor, backed by our multifaceted proven success strategy, uniquely poised to lead the modernization of transportation retail and achieve meaningful U.S. market share.

NYSE:LAD



#265 on the Fortune 500
3rd largest dealership group



19%: 5-year Revenue CAGR
18%: 5-year EPS CAGR

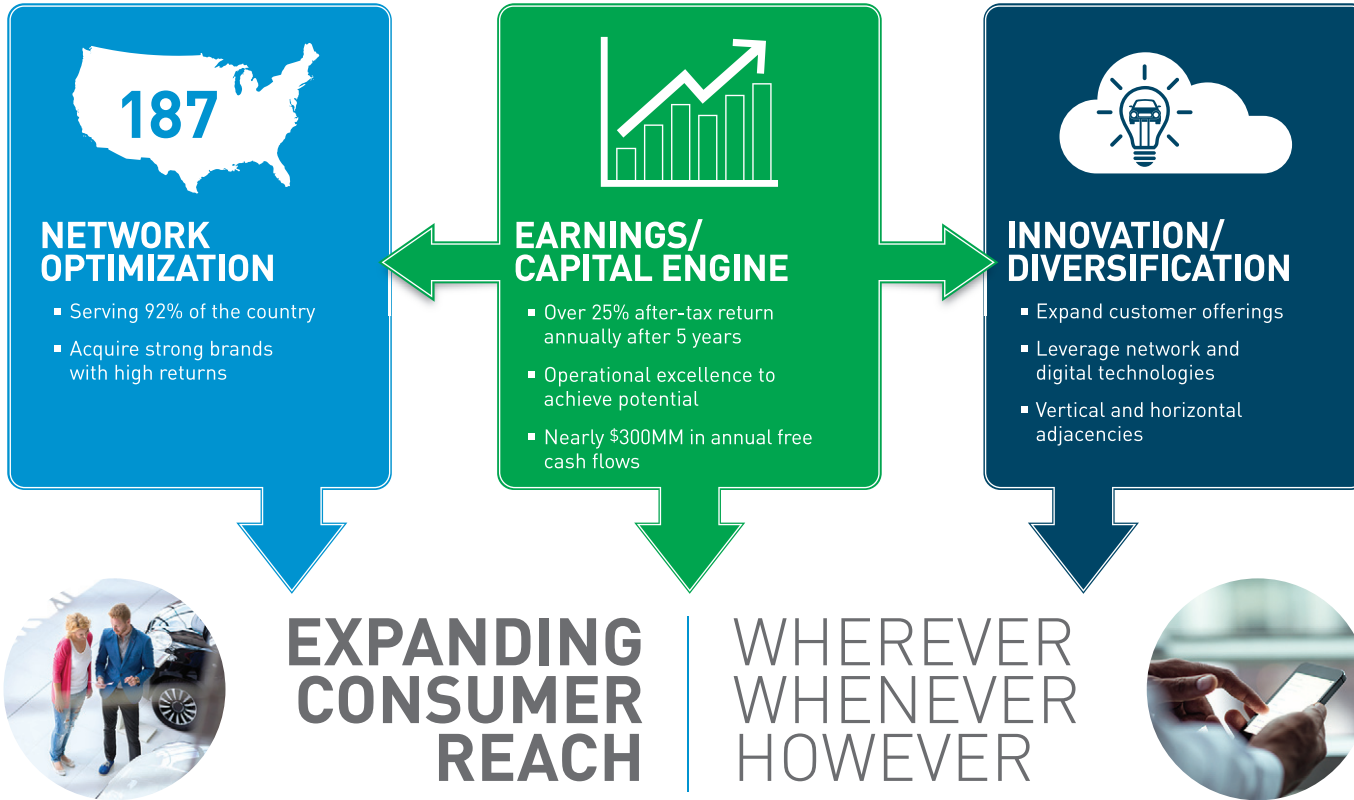


92% National Coverage
with 187 centers, powered by 15,000 employees



70,000+ Owned online inventory;
Second-largest owned vehicle marketplace

PATHWAY TO \$15 EARNINGS PER SHARE

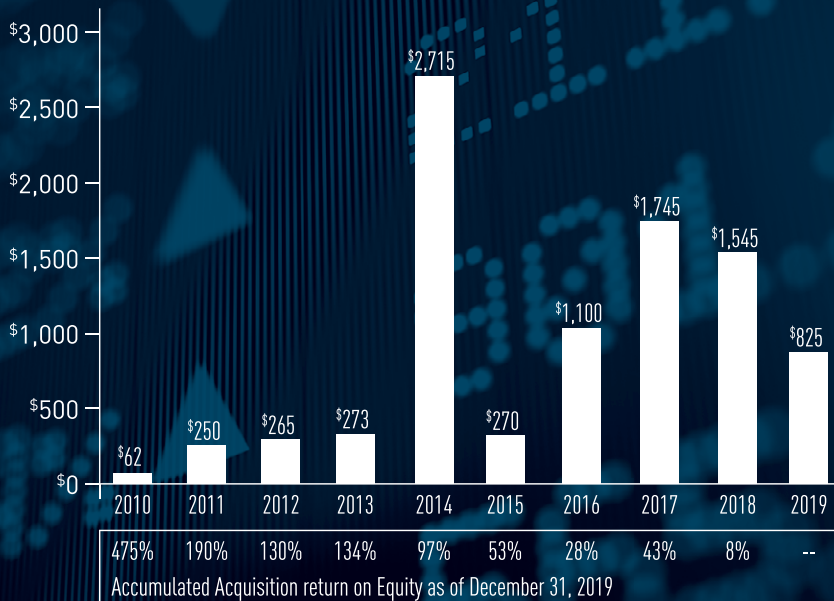


NETWORK OPTIMIZATION

Decades of successfully acquiring strong brands



ANNUAL REVENUES ACQUIRED* (\$MM)



EXPANDING OUR RETAIL NETWORK

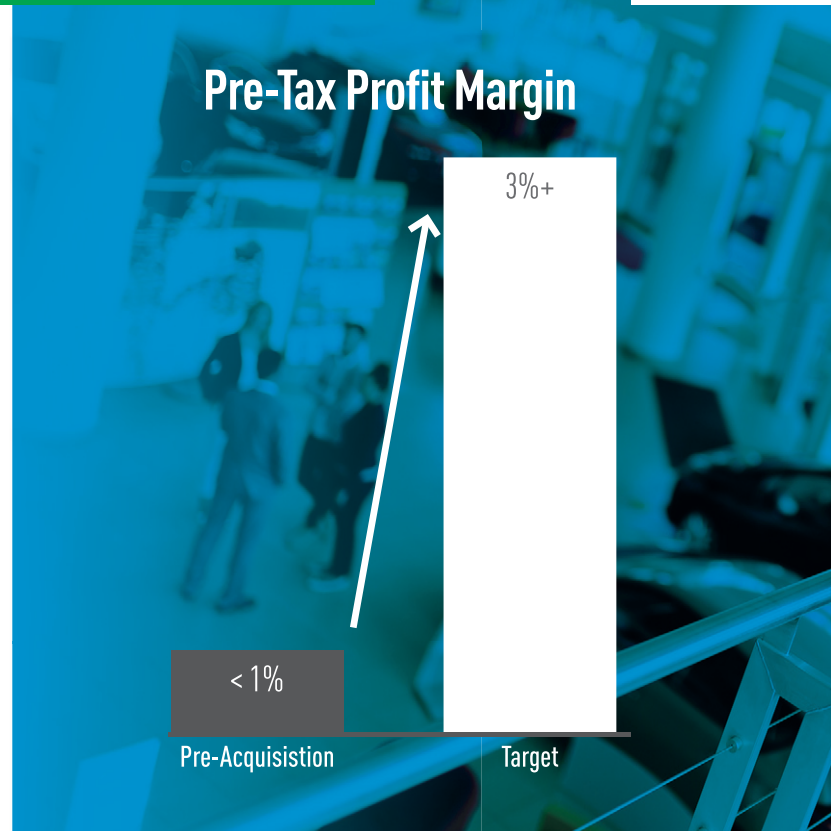
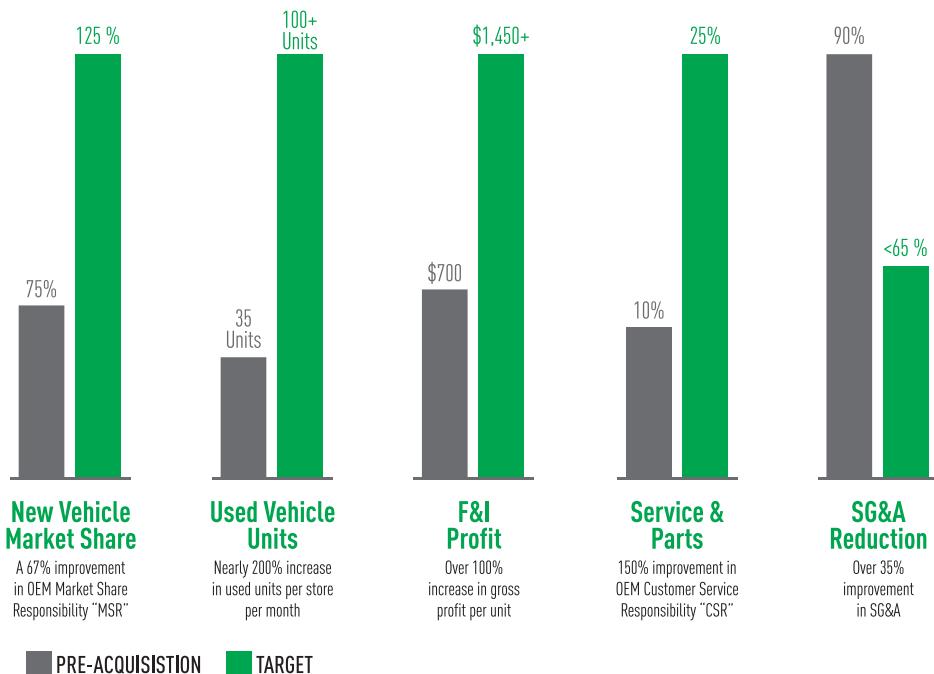
19% 5-year Revenue CAGR

- Continually scale nationwide footprint with current 92% reach
- 2,600 specific acquisition targets
- Averaging an after-tax return of over 25% annually after 5 years

*Annual revenue numbers represent the anticipated steady-state revenue level of the dealerships acquired.

EARNINGS

Acquire strong brands and capture opportunity



CAPITAL ENGINE

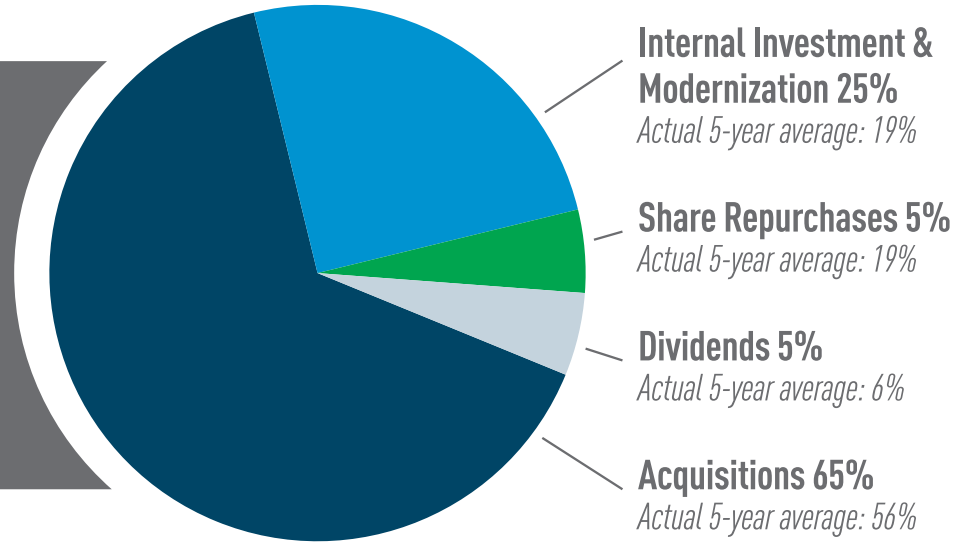
Generating nearly \$300mm free cash flow annually



USES OF CAPITAL: TARGET

CAPITAL ALLOCATION PRIORITIES

- Acquisitions
- Internal Investment & Modernization
- Dividends
- Share Repurchases



INNOVATION & DIVERSIFICATION

Create freedom for consumers through our physical network and digital solutions



PHYSICAL NETWORK

- 15,000 specialists buying, selling and servicing vehicles
- 180+ convenient locations reaching 92% of U.S.
- Products and services to fit every budget and need
- 2nd largest owned inventory online

AFFORDABILITY

TRANSPARENCY

CONVENIENCE

DIGITAL SOLUTIONS

- Simple customer-centered solutions
- Mobile buying, selling and servicing platform
- AI-powered vehicle pricing and valuation
- Direct-to-home pureplay through proprietary and partnership solutions

PROFITABLY MODERNIZING AN INDUSTRY

We are a growth company powered by people and innovation. We purchase and build strong businesses that have yet to realize their potential. We achieve operational excellence by focusing the business on convenient and transparent consumer experiences and proprietary performance measurements to increase market share and profitability. This generates significant cash flows with low leverage. We invest in digital innovation and further expansion of our nationwide network to provide transportation solutions wherever, whenever and however our consumers desire. Together, these endeavors create a unique growth strategy that will enable us to earn meaningful U.S. market share.

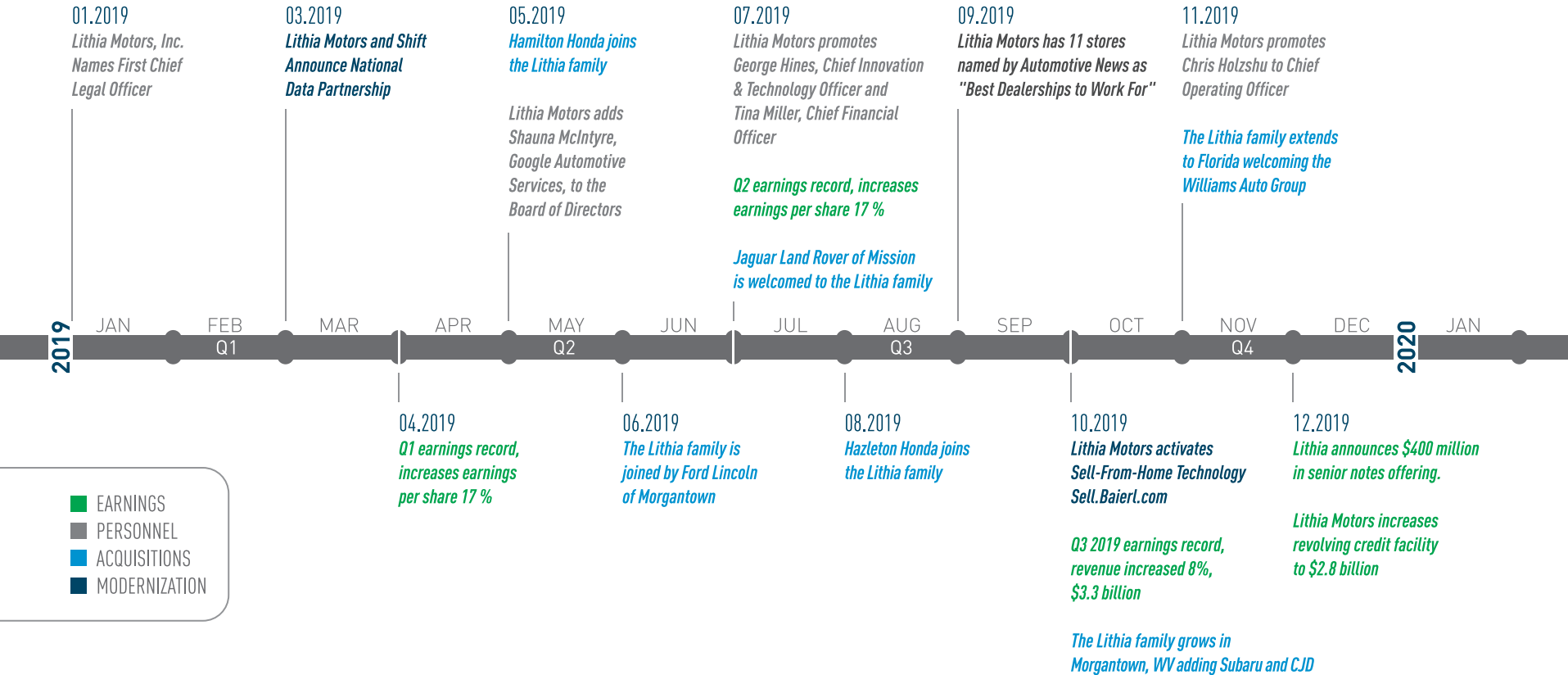
Invest in Lithia Motors **the leader with a proven success strategy.**



APPENDIX



RECENT ANNOUNCEMENTS

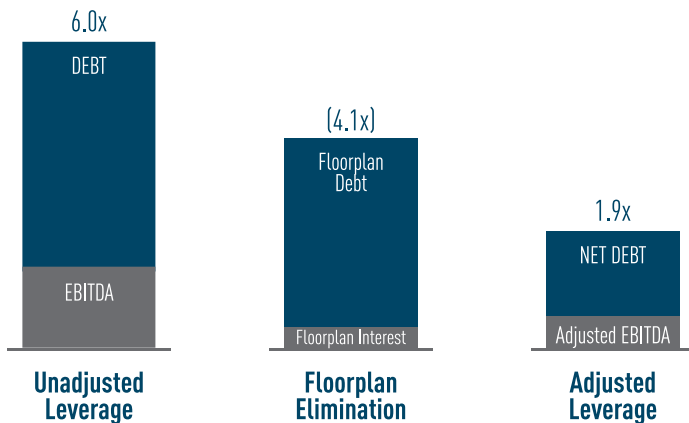


SECTOR-LEADING LEVERAGE

Generating nearly \$300mm free cash flow annually

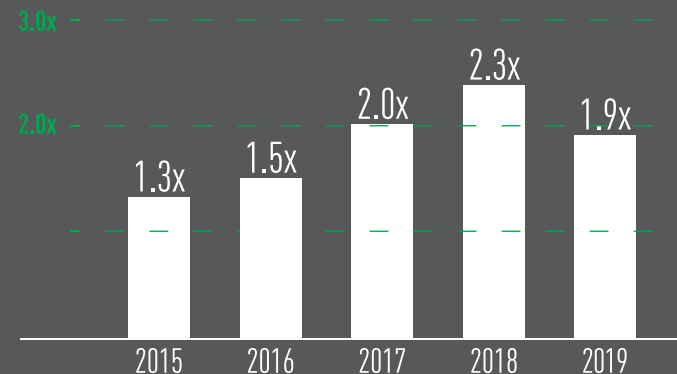
AUTOMOTIVE RETAIL INDUSTRY

Floorplan adjustment illustration



HISTORICAL NET DEBT-TO-EBITDA

Proven ability to delever



SECTOR LEVERAGE

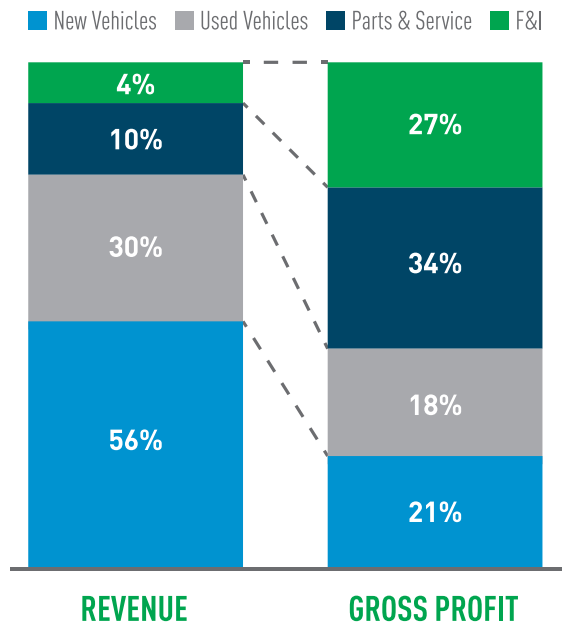
As of December 31, 2019

LAD	ABG	AN	GPI	PAG	SAH
1.9x	--	--	--	--	--

RESILIENT BUSINESS MODEL

Profitable business with diversified product mix and multiple earnings streams

LITHIA BUSINESS MIX



Note: Revenue and gross profit mix for the three-months ended December 31, 2019

LITHIA NEW VEHICLE MIX

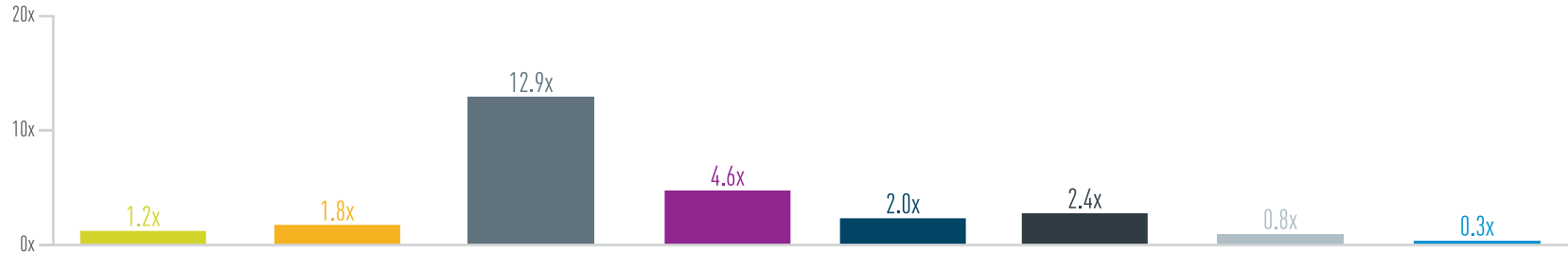
Segment	Segment %	Brand	Brand Revenue %	Brand Unit Sales
IMPORT	41%	Toyota	15%	17%
		Honda	13%	18%
		Subaru	7%	9%
		Nissan	2%	3%
		Other Imports	4%	5%
DOMESTIC	33%	Chrysler	16%	15%
		GM	9%	8%
		Ford	9%	7%
LUXURY	26%	BMW/Mini	8%	5%
		Mercedes	6%	4%
		Audi	4%	3%
		Acura	3%	3%
		Lexus	3%	2%
		Porsche	2%	1%
		Jaguar/Land Rover	1%	1%

*Other imports include VW, Hyundai, Kia, and Mazda for the three-months ended December 31, 2019.

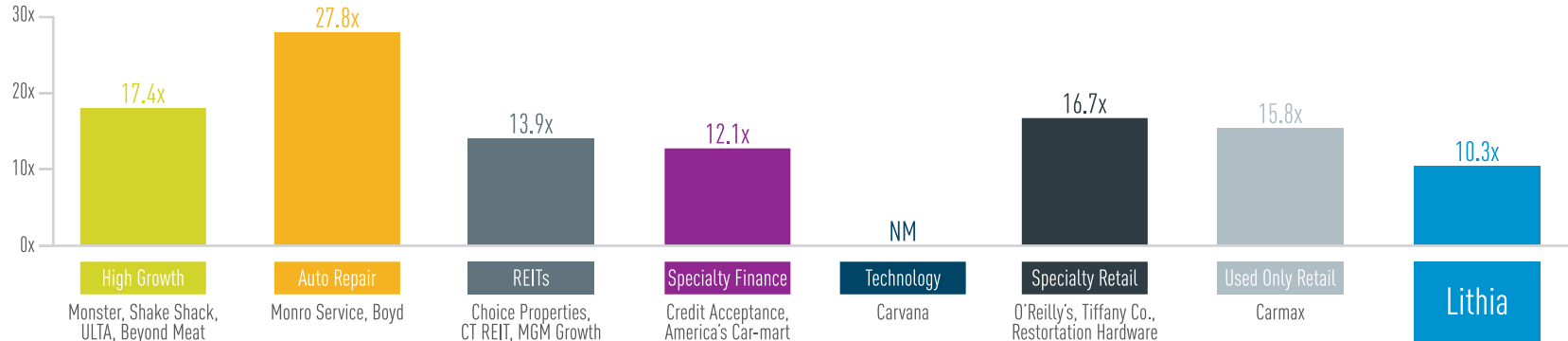
VALUATION BENCHMARKS YIELD P/E OPPORTUNITY

10-17x P/E opportunity through existing business lines

2020E EV/Revenue - Average 3.7x



2020E P/E⁽¹⁾ - Average 17.3x



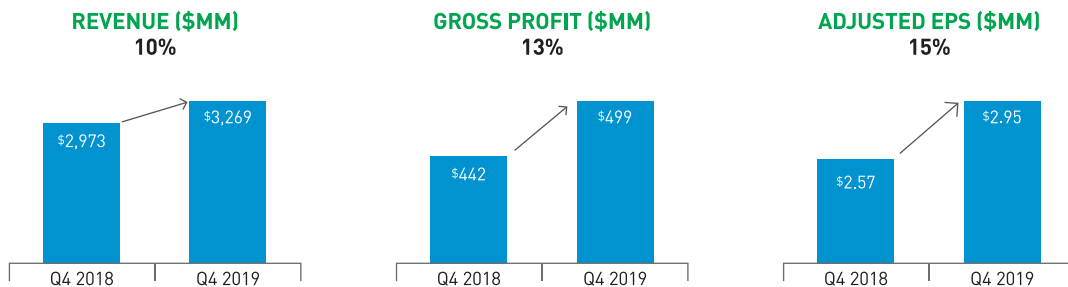
Source: Company Filings, Wall Street Research and FactSet as of July 12, 2019. (1) "P/E" multiple for REITs reflects Price / Adjusted Funds From Operations.

Q4' 19 INCOME STATEMENT SUMMARY

COMMENTARY

- Increased revenue 10% and adjusted EPS 15%
- Increased total gross profit 13%
- Increased total same store gross profit 10%
- 37th consecutive quarter of positively trended results

Q4 2019 HIGHLIGHTS



SAME STORE QUARTER-OVER-QUARTER COMPARISON

	Revenue	Gross Profit
New vehicles	4%	6%
Used retail vehicles	17%	15%
F&I	17%	17%
Service, parts and body	4%	6%
Total	7%	10%

SUPPLEMENTAL INFORMATION

2019 Quarterly Income Statement

\$M	Q4	Q3	Q2	Q1	YTD 2019
New Vehicle	\$1,805.8	\$1,824.8	\$1,707.4	\$1,461.1	\$6,799.1
Used Vehicle	894.7	916.3	888.3	827.9	3,527.2
Wholesale used vehicles	67.7	74.4	81.7	77.4	301.2
Finance and insurance	136.0	136.3	129.0	117.3	518.6
Service, body and parts	331.8	340.5	335.5	317.3	1,325.1
Fleet and other	33.0	40.1	79.8	48.6	201.5
Total Revenues	\$3,269.0	\$3,332.4	\$3,221.7	\$2,849.6	\$12,672.7
New Vehicle	104.3	100.0	95.4	85.9	385.6
Used Vehicle	90.1	99.7	93.2	84.5	367.5
Wholesale used vehicles	(0.1)	1.1	1.8	0.9	3.7
Finance and insurance	136.0	136.3	129.0	117.3	518.8
Service, body and parts	166.5	171.5	170.3	159.3	667.6
Fleet and other	1.8	2.3	3.9	2.8	10.8
Gross Profit	\$498.6	\$510.9	\$493.6	\$450.7	\$1,953.8
Asset Impairments	2.1	-	-	0.5	2.6
SG&A	352.2	343.2	356.5	321.9	1,373.8
Depreciation and Amortization	21.5	20.9	20.2	19.8	82.4
Operating Income	\$122.8	\$146.8	\$116.9	\$108.5	\$495.0
Floor plan interest expense	(17.2)	(17.9)	(19.4)	(18.3)	(72.8)
Other interest expense	(15.7)	(14.8)	(15.0)	(15.1)	(60.6)
Other (income) expense, net	4.8	3.3	3.0	2.7	13.8
Income (loss) before taxes	\$94.7	\$117.4	\$85.5	\$77.8	\$375.4
Income tax expense	(26.7)	(32.2)	(23.6)	(21.4)	(103.9)
Net Income	\$68.0	\$85.2	\$61.9	\$56.4	\$271.5

SUPPLEMENTAL INFORMATION

2019 Adjusted Income Statement Details

\$M, except for per share amounts	YTD 12/31/19	Gain on store disposals				Asset impairment		Insurance Reserves		Acquisition expenses				YTD 12/31/19
	As Reported	Q1	Q2	Q3	Q4	Q1	Q4	Q2	Q3	Q1	Q2	Q3	Q4	Adjusted
Asset impairments	\$2.6	-	-	-	-	(0.5)	(2.1)	-	-	-	-	-	-	\$-
Selling, general and administrative	1,373.8	0.1	(0.4)	9.4	0.6	-	-	(8.4)	(1.1)	(0.2)	(1.5)	(0.2)	(0.6)	1,371.5
Income from operations	495.0	(0.1)	0.4	(9.4)	(0.6)	0.5	2.1	8.4	1.1	0.2	1.5	0.2	0.6	499.9
Income from continuing operations before income taxes	375.4	(0.1)	0.4	(9.4)	(0.6)	0.5	2.1	8.4	1.1	0.2	1.5	0.2	0.6	380.3
Income taxes	(103.9)	-	(0.1)	2.7	0.2	(0.1)	(0.6)	(2.3)	(0.3)	-	(0.4)	(0.1)	(0.2)	(105.1)
Net income	\$271.5	(0.1)	0.3	(6.7)	(0.4)	0.4	1.5	6.1	0.8	0.2	1.1	0.1	0.4	\$275.2
Diluted net income per share	\$11.60	(0.00)	0.01	(0.29)	(0.02)	0.01	0.07	0.27	0.03	0.01	0.04	0.01	0.02	\$11.76
Diluted share count	23.4													

SUPPLEMENTAL INFORMATION

2018 Adjusted Income Statement Details

\$M, except for per share amounts	YTD 12/31/2018	Reserve Adjustments	Asset Impairment	Acquisition expenses	Tax attributes*			Net gain (loss) on sale of store		YTD 12/31/2018
	As Reported	Q2	Q4	Q2	Q2	Q3	Q4	Q3	Q4	Adjusted
Selling, general and administrative	\$1,253.3	(1.5)	-	(3.3)	(0.05)	-	-	15.7	(0.3)	\$1,263.9
Income from operations	\$447.0	1.5	1.3	3.3	(0.05)	-	-	(15.7)	0.3	\$437.7
Income before income taxes	\$337.5	1.5	1.3	3.3	(0.05)	-	-	(15.7)	0.3	\$328.2
Income taxes	(71.8)	(0.4)	(0.3)	(0.9)	(1.4)	(12.9)	(0.5)	4.1	(0.1)	(84.2)
Net income	\$265.7	1.1	1.0	2.4	(1.4)	(12.9)	(0.5)	(11.6)	0.2	\$244.0
Diluted net income per share	\$10.86	0.05	0.04	0.10	(0.05)	(0.53)	(0.02)	(0.48)	0.01	\$9.98
Diluted share count	24.5									

*Due to the significant level of share repurchase activity in 2018, the YTD diluted EPS impact of adjustments may differ from reported QTD diluted EPS impact of adjustments.

SUPPLEMENTAL INFORMATION

2017 Adjusted Income Statement Details

\$M, except for per share amounts	YTD 12/31/2017	OEM settlements	Net gain (loss) on sale of store	Reserve adjustments		Acquisition expenses		Tax act	YTD 12/31/2017
	As Reported	Q1	Q4	Q2	Q3	Q2	Q3	Q4	Adjusted
Selling, general and administrative	\$1,049.4	-	5.1	(3.9)	(1.7)	(2.2)	(3.5)	-	\$1,043.2
Income from operations	409.0	-	(5.1)	3.9	1.7	2.2	3.5	-	415.1
Other income (expense), net	12.2	(9.1)	-	-	-	-	-	-	3.1
Income before income taxes	\$347.1	(9.1)	(5.1)	3.9	1.7	2.2	3.5	-	\$344.1
Income taxes	(101.9)	3.4	2.5	(1.3)	(0.9)	(0.8)	(1.4)	(32.9)	(133.2)
Net income	\$245.2	(5.7)	(2.6)	2.6	0.8	1.3	2.1	(32.9)	\$210.9
Diluted net income per share	\$9.75	(0.23)	(0.10)	0.11	0.03	0.05	0.09	(1.31)	\$8.39
Diluted share count	25.1								

SUPPLEMENTAL INFORMATION

2016 Adjusted Income Statement Details

\$M, except for per share amounts	YTD 12/31/2016	Net gain (loss) on sale of stores	Equity investment fair valuation adjustment				Legal reserve adjustment		Tax attribute	YTD 12/31/2016
	As Reported	Q1	Q1	Q2	Q3	Q4	Q1	Q4	Q4	Adjusted
Asset impairments	\$14.0	-	(3.5)	(3.5)	(3.5)	(3.5)	-	-	-	-
Selling, general and administrative	899.6	1.1	-	-	-	-	(1.9)	(2.0)	-	896.8
Income from operations	338.4	(1.1)	3.5	3.5	3.5	3.5	1.9	2.0	-	355.2
Other income	(6.1)	-	2.1	2.1	2.1	2.0	-	-	-	2.2
Income before income taxes	\$283.5	(1.1)	5.5	5.6	5.6	5.6	1.9	2.0	-	\$308.6
Income taxes	(86.4)	0.4	(5.9)	(6.9)	(7.6)	(8.2)	(0.7)	(2.5)	(1.3)	(119.1)
Net income	\$197.1	(0.7)	(0.4)	(1.3)	(2.0)	(2.6)	1.2	(0.5)	(1.3)	\$189.5
Diluted net income per share	\$7.72	(0.03)	(0.01)	(0.05)	(0.08)	(0.11)	0.05	(0.02)	(0.05)	\$7.42
Diluted share count	25.5									

SUPPLEMENTAL INFORMATION

2015 Adjusted Income Statement Details

\$M, except for per share amounts	YTD 12/31/2015	Net gain (loss) on sale of stores		Asset impairment		Transition Agreement	Equity Investment				YTD 12/31/2015
	As Reported	Q1	Q2	Q2	Q4	Q3	Q1	Q2	Q3	Q4	Adjusted
Asset impairments	\$20.1	—	—	(2.0)	(1.6)	—	(4.1)	(4.1)	(4.1)	(4.2)	—
Selling, general and administrative	811.2	3.3	2.6	—	—	(18.3)	—	—	—	—	798.8
Income from operations	302.7	(3.3)	(2.6)	2.0	1.6	18.3	4.1	4.1	4.1	4.2	335.2
Other income	(1.0)	—	—	—	—	—	1.7	1.7	1.7	1.8	5.9
Income before income taxes	\$262.7	(3.3)	(2.6)	2.0	1.6	18.3	5.8	5.9	5.9	5.8	\$302.1
Income taxes	(79.7)	1.1	1.3	(0.8)	(0.6)	(6.5)	(7.2)	(7.7)	(7.4)	(8.5)	(116.1)
Net income	\$183.0	(2.3)	(1.3)	1.2	1.0	11.8	(1.4)	(1.8)	(1.5)	(2.7)	\$186.0
Diluted net income per share	\$6.91	(0.09)	(0.05)	0.05	0.03	0.45	(0.05)	(0.07)	(0.06)	(0.10)	\$7.02
Diluted share count	26.5										

SUPPLEMENTAL INFORMATION

EBITDA and Adjusted EBITDA

\$M	YTD 2019	FY 2018	FY 2017
Net income	\$271.5	\$265.7	\$245.2
Add: flooring interest expense	72.8	\$62.3	\$39.3
Add: other interest expense	60.6	56.0	34.8
Add: income taxes	103.9	71.8	101.9
Add: depreciation and amortization	82.4	75.4	57.7
EBITDA	\$591.2	\$531.2	\$478.9
Less: flooring interest expense	(72.8)	(62.3)	(39.3)
Less: used vehicle line of credit interest	(5.5)	(2.9)	(2.7)
Add: acquisition expense	2.5	3.3	5.7
Add (Less): Loss (Gain) on divestitures	(9.7)	(15.4)	(5.1)
Add: reserve adjustments	9.5	1.5	5.6
Add: asset impairments	2.6	1.3	-
Less: OEM legal settlement	-	-	(9.1)
Adjusted EBITDA	\$517.8	\$456.7	\$434.0