

AUTOCANADA INC.

Announces the Departure of Mr. Kelly O'Connell, Chief Operating Officer, from Employment with AutoCanada Inc.

Edmonton, Alberta (September 11, 2010) AutoCanada Inc. ("AutoCanada") (TSX:ACQ) announced today the departure of their Chief Operating Officer, Mr. Kelly O'Connell, from the employment of the Company.

Pat Priestner, CEO of AutoCanada, stated that, "The Company appreciated Mr. O'Connell's contribution and that Mr. O'Connell put in place a number of initiatives which will be of future benefit to the Company, and we wish him well in his future endeavours". Mr. Priestner further stated that, "The Company is currently reviewing its requirements and current human resources, and is not likely to choose a replacement for the position."

About AutoCanada

AutoCanada is one of Canada's largest multi-location automobile dealership groups, currently operating 23 franchised dealerships in British Columbia, Alberta, Manitoba, Ontario, New Brunswick and Nova Scotia. In 2009, the franchised automobile dealerships sold approximately 23,000 vehicles and processed approximately 300,000 service and collision repair orders in our 331 service bays. We have grown, and intend to continue to grow, our business through the acquisition of franchised automobile dealerships in key markets, the organic growth of our existing dealerships, the opening of new franchised automobile dealerships, or "Open Points", and the management of franchised automobile dealerships.

Additional information about AutoCanada Inc. is available at the Company's website at www.autocan.ca and www.sedar.com.

For further information contact:

Tom Orysiuk, CA

Executive Vice-President and Chief Financial Officer

Phone: (780) 732-3139 Email: torysiuk@autocan.ca