

# 2023 Participants

## **INTRODUCING... ASBURY OWNERS CLUB**

The Asbury Owners Club was created to reward our front-line team members for their tenure with the company and dedication to performing their jobs, serving customers at the highest level. This club is exclusive to specific roles within the organization that directly serve our customers.

You are rewarded more the longer you continue your career with Asbury – so it pays to stay! We want Asbury to be your employer of choice, and we want to reward you with ownership through company stock for your high performance. This adds another important layer to your overall compensation package.

This brochure explains the specifics of the program and informs you of the 2023 High-Performance Line goals you must reach to win equity grants next year.

### **What is the Asbury Owners Club?**

The Asbury Owners Club program is designed to reward and retain the top Asbury front-line team members. From January 1 through December 31, team members who achieve the performance goals set forth for that time period will receive a stock grant in the first quarter following the end of the performance year (for the 2023 performance year, grants will be issued between January - March 2024).

### **What are the qualifications?**

There are minimum qualifications that you must meet to participate in the program:

- Have at least 1 year of continuous tenure as of January 1, 2023
- Must remain in the same qualified job codes (listed below) for the full performance year
- Remain at the same dealership during the 2023 Asbury Owners Club performance year
- No corrective actions during the performance year
- Achieve brand CSI goals and be brand certified (where applicable)

If you switch jobs roles or dealerships during 2023, you will no longer be able to participate in the Asbury Owners Club program.

Qualifying job titles are:

- A Technicians & B Technicians
- Service Advisors
- Sales Advisors
- Body Shop Technicians
- Body Shop Mechanical Technicians
- Painters
- Estimators
- Body Shop Preppers

**What are the High-Performance Line goals?**

In order for the stock grant to be rewarded, specific High-Performance Lines must be achieved. The High-Performance Lines were designed for incremental growth at the individual or team level. Many factors were considered in creating the High-Performance Line that include, but not limited to, brand, geography, prior performance, industry trends, and market conditions. All goals must be reached to win an equity grant.

For certain roles, you must also be brand certified and/or meet CSI standards in order to win an equity grant through Asbury Owners Club.

**How do the Restricted Stock Units (RSUs) work?**

As you know, Asbury Automotive Group, Inc. (NYSE: ABG) is a publicly traded company. By achieving your High-Performance Line, you will be awarded Restricted Stock Units (RSUs) of ABG. The RSUs vest in 3 equal installments. The first will vest immediately upon grant, and the next two will vest on the anniversary of the grant date the following two years.

More importantly, the value of the stock is directly tied to the performance of the company. Therefore, when the company performs well (thanks to you and your teammates' hard work), you benefit as well!

It is important to keep in mind that whenever your stocks vest or if you sell your vested stocks, you will be taxed according to IRS guidelines.

**How will I know how I'm performing during the year?**

At the end of each quarter, you will receive a report card detailing your performance versus the goals that were set for you. Your Department Manager will also have access to your performance in QlikSense or ProfitNet, so you can always have a conversation with him/her on your current performance versus your goal(s).

**Do I need to enroll in this program?**

There is no need for you to do anything. If you meet all qualifications, you are automatically included in the Asbury Owners Club program.

If you ever have any questions about the program, please email [AsburyOwnersClub@asburyauto.com](mailto:AsburyOwnersClub@asburyauto.com).

Good luck, and keep up the great work!