



AUTO PARTS[®]
PROFESSIONAL PARTS PEOPLE

Analyst Day

Lakeland, FL Distribution Center

August 19, 2014

Forward Looking Statements

We claim the protection of the safe-harbor for forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by forward-looking words such as “expect,” “believe,” “anticipate,” “should,” “plan,” “intend,” “estimate,” “project,” “will” or similar words. In addition, statements contained within this presentation that are not historical facts are forward-looking statements, such as statements discussing among other things, expected growth, store development, integration and expansion strategy, business strategies, future revenues and future performance. These forward-looking statements are based on estimates, projections, beliefs and assumptions and are not guarantees of future events and results. Such statements are subject to risks, uncertainties and assumptions, including, but not limited to, competition, product demand, the market for auto parts, the economy in general, inflation, consumer debt levels, governmental regulations, our increased debt levels, credit ratings on public debt, our ability to hire and retain qualified employees, risks associated with the performance of acquired businesses, weather, terrorist activities, war and the threat of war. Actual results may materially differ from anticipated results described or implied in these forward-looking statements. Please refer to the “Risk Factors” section of our annual report on Form 10-K for the year ended December 31, 2013, for additional factors that could materially affect our financial performance. Forward-looking statements speak only as of the date they were made and we undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.

O'Reilly Analyst Day – Agenda

8:00 – 8:30

- Meet & Greet with Management

8:30 – 10:30

- Management Presentation and Q&A Session

10:30 – 11:00

- Distribution Center Tour

11:00 – 11:45

- Light Lunch with Management

11:45 – 2:00

- Store Tours

2:00 Sharp

- Shuttle to Tampa International Airport

Greg Henslee

President and Chief Executive Officer



Management Team Present Today

Name, Title and Years of Experience in the Automotive Aftermarket Industry

Greg Henslee – President and CEO	33
Tom McFall – Executive Vice President of Finance and CFO	16
Jeff Shaw – Executive Vice President of Store Operations and Sales	30
Greg Johnson – Senior Vice President of Distribution	32
Mike Swearengin – Senior Vice President of Merchandise	31
Brad Beckham – Vice President of Eastern Store Operations and Sales	18
Robert Dumas – Vice President of Southeast Division	22
Jeremy Fletcher – Vice President of Finance and Controller	9
David Wehrenberg – Regional Director – Distribution	20
Chris Bryant – Regional Director – Stores	13
Marcus Boyer – Distribution Center Manager	28

Company Overview

Store Count

- 4,257 stores in 42 states as of June 30, 2014

Distribution Centers

- 25 Distribution Centers

Team Members

- Over 67,000

Last-Twelve-Months Sales

- \$6.9 billion as of June 30, 2014

Do-It-Yourself versus Do-It-For-Me Split

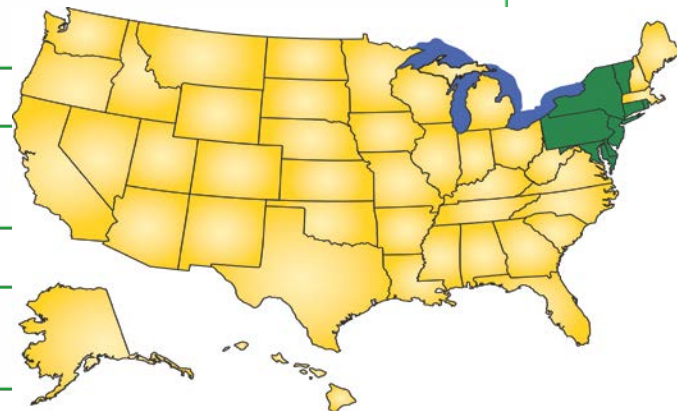
- 58% and 42% as of December 31, 2013
- 65% and 35% as of December 31, 2009
- 52% and 48% as of June 30, 2008 (prior to CSK acquisition)

Total Assets

- \$6.5 billion as of June 30, 2014

Market Capitalization

- \$16 billion at August 18, 2014



Year-to-Date 2014 Highlights



Opened 91 net, new stores

5.7% comparable store sales on top of a 3.6% for the same period in 2013



Gross Margin increased to 51.1%
Operating margin increased to 17.4%

\$3.52 diluted EPS versus \$2.94 for the same period in 2013



\$461 million in free cash flow

Full Year EPS guidance of \$7.00 to \$7.10

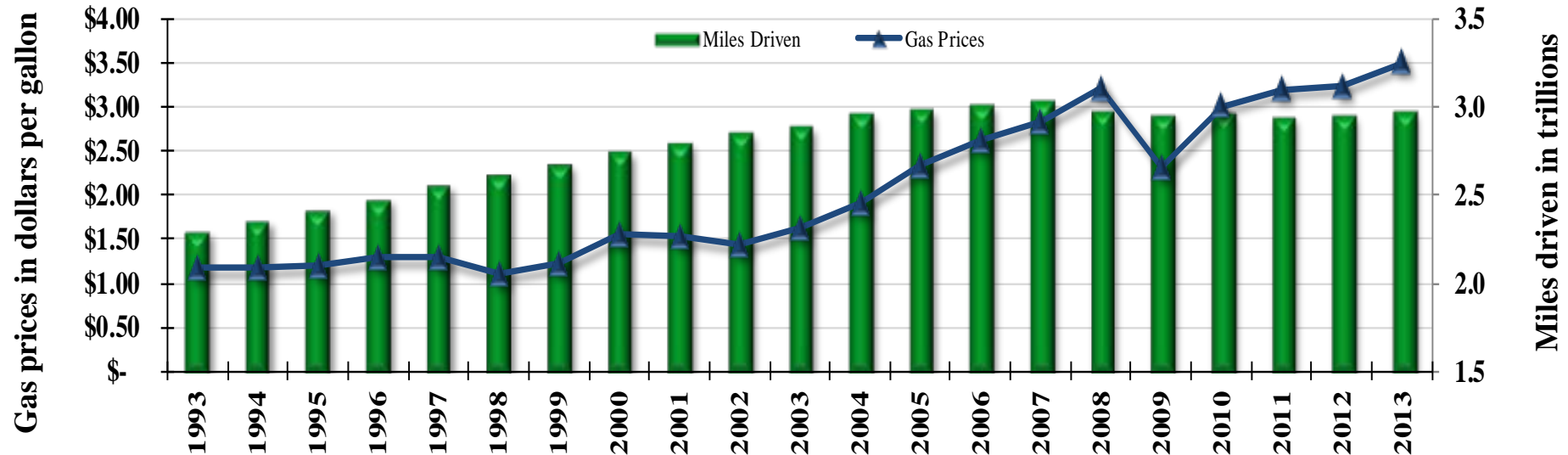


Industry Drivers

#1 Driver for Demand in Our Industry is Total Miles Driven

- Lack of comprehensive mass transit system in U.S. results in sustained commuter miles driven
- Even with significant unemployment and other macro economic pressures, total miles driven has remained flat in recent years
- As unemployed workers regain employment, we expect annual miles driven to return to a period of growth
- 30% increase in miles driven from 1993 to 2013
- 2014 miles driven through May increased 0.2% (2.9 billion miles)
- \$3.45 - average regular gas price as of August 11, 2014

U.S. Miles Driven and Gas Prices:

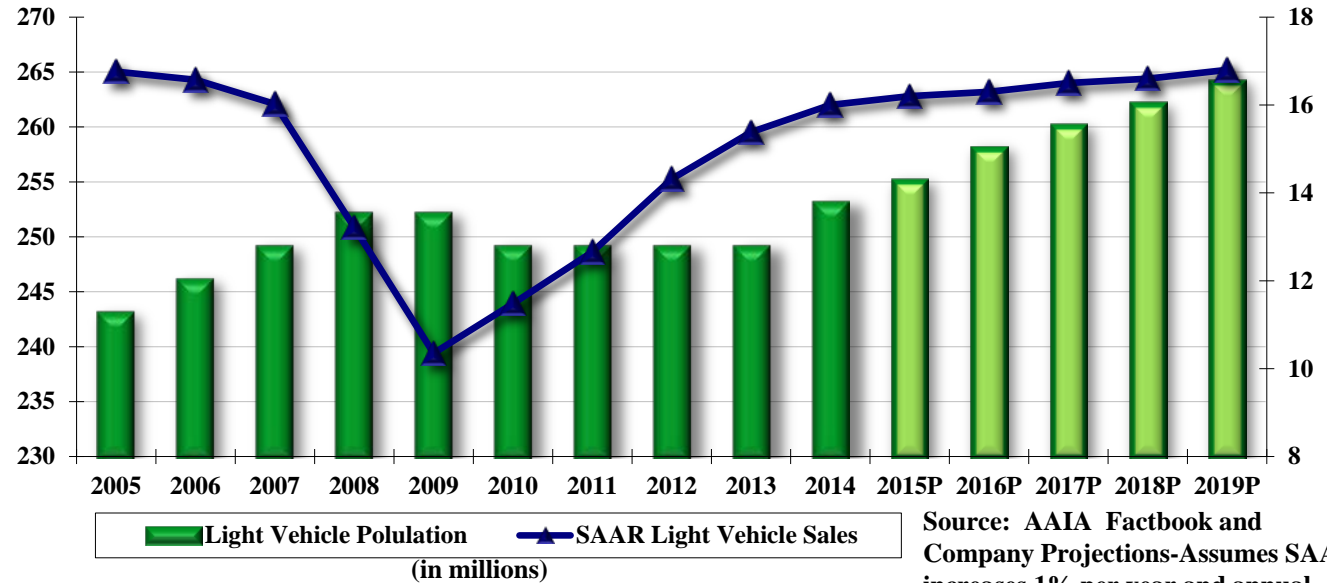


Source: Dept. of Transportation and Dept. of Energy

Industry Drivers

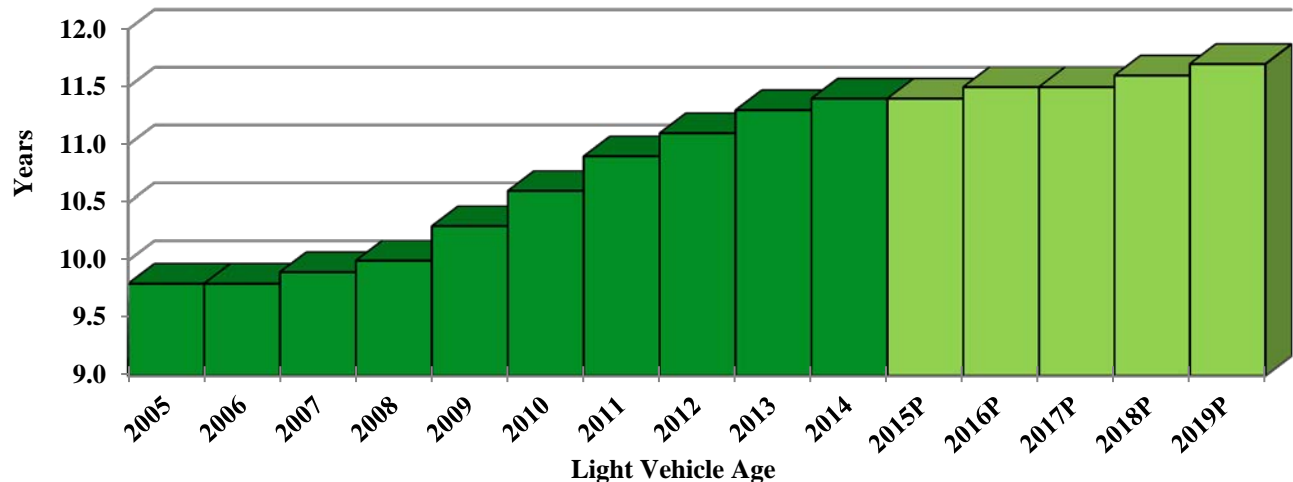
Growing U.S. Light Vehicle Population

- Improving SAAR reflects positive consumer confidence
- Increasing SAAR and stable scrappage rates return the population to historic growth trend

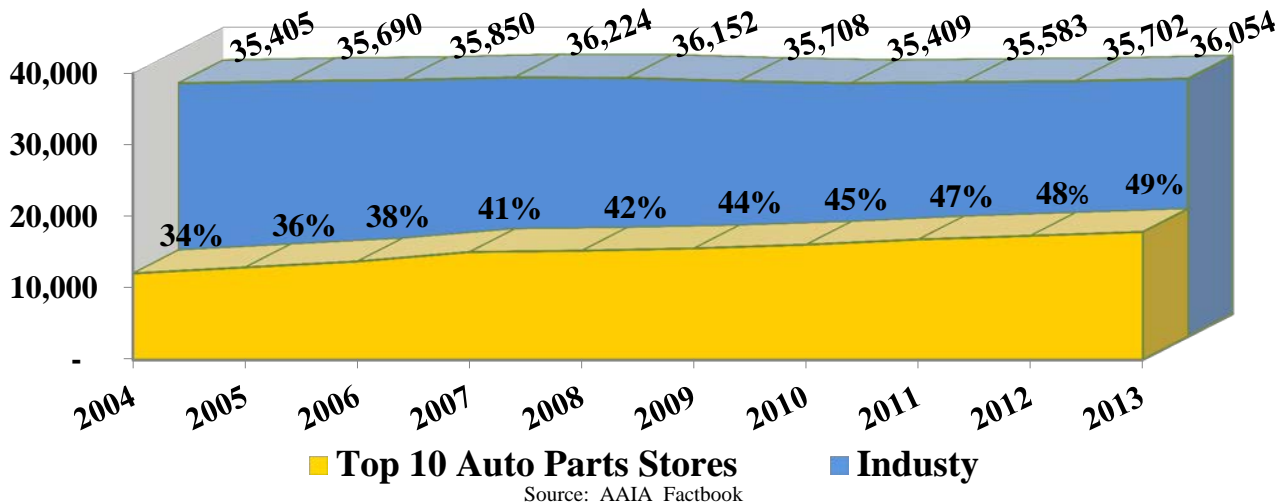


Continued Aging of U.S. Light Vehicle Population:

- Better engineered vehicles, which can be reliably driven at higher miles, result in an aging vehicle fleet
- We do not expect the average light vehicle age to decrease in the future



Industry Landscape

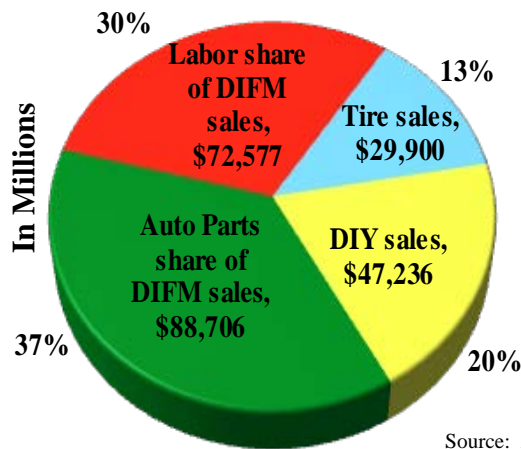


Top Ten Auto Parts Chains

1. Advance Auto Parts (5,395)¹
2. AutoZone Inc. (5,279)
3. O'Reilly Auto Parts (4,257)
4. Genuine Parts/NAPA (950)¹
5. Pep Boys (798)
6. Uni-Select (418)¹
7. Fisher Auto Parts (400)
8. Replacement Parts, Inc. (160)
9. Auto-Wares (158)
10. Hahn Automotive (80)

¹ Company owned stores

Source: AAIA Factbook or latest SEC filing



Size of Automotive Aftermarket

Total Market:
\$238 Billion

O'Reilly Addressable Market:
\$136 Billion

Source: AAIA Factbook

DIY is More Consolidated

DIFM Continues to be Highly Fragmented

Jeff Shaw

**Executive Vice President of Store Operations
and Sales**

**CERTIFIED
AUTO REPAIR**



**FIRST
CALL** **ONLINE**

O'Reilly Business Model



Mission Statement... We will be the dominant auto parts supplier in all our market areas

Dual Market Strategy

“Culture Driven” Leadership

“Top Notch” Customer Service

O'Reilly Initiatives

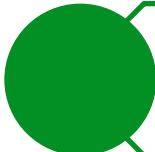
Growth Focus



Dual Market Strategy



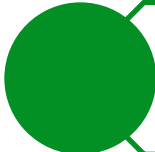
Established track record of serving both DIY and DIFM Customers



Greater market penetration and reduced vulnerability to competition



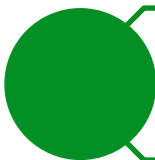
Allows us to profitably operate in large and small markets



Leverages our existing retail store locations and extensive distribution infrastructure



Enhances service levels offered to our DIY customers



Store manager drives professional sales model supported by over 650 dedicated outside sales people and industry leading parts availability



“Culture Driven” Leadership



Philosophy

- **Replicate the O'Reilly Culture**
- **Strong “promote from within” philosophy**
- **“Hands on” Proven Management Team**
 - **10 Div Mgrs with 278 years experience in our industry!**
- **“LEAD” Program (Leadership Enhancement and Development)**
 - **Improved resources to help field management identify talented and motivated potential leaders**
 - **Improved assessment tools to help developmental needs**
 - **Better tracking and visibility of LEAD participant’s progress**
 - **Goal...Developing well-prepared Field management that will LEAD us to MARKET DOMINATION**

“Top-Notch” Customer Service

We Sell Parts... But we’ve been in the
“Customer Service” business since 1957

“Top Notch” Service Levels

- “Professional Parts People”
- “Roll out the red carpet for everyone”
- “Out Hustle and Out Service” the competition

“Never Say No”

- “Exhaust all resources to take care of our customer”
- Technical Support Department
 - 42 TMs with 600 years of automotive experience

Programs

- DIY Customer Assistance
- O’Reilly Customer Gauge



O'Reilly Initiatives Technology

O'Cat – Proprietary Electronic Catalog

- Enhanced lookup capability
- Continue to improve rich content

Enhanced Point of Sale System

- Currently being tested
- Plan to roll out to stores in 2015

Workforce Management Solution

- Improve task management
- “Right Person / Right Place / Right Time”



O'Reilly Initiatives

Professional

Service Commitment since 1957

- “First Call” Commitment to Professional Customer
- Technical/Business Training
 - Over 14,000 techs trained YTD



Relationships

- Business partnership
 - “Work on their Business...Not in their Business”
- Shop referral program

Programs

- Improved First Call Online website
- Certified Auto Repair enhancements
- Certified Truck Repair

Growth Focus

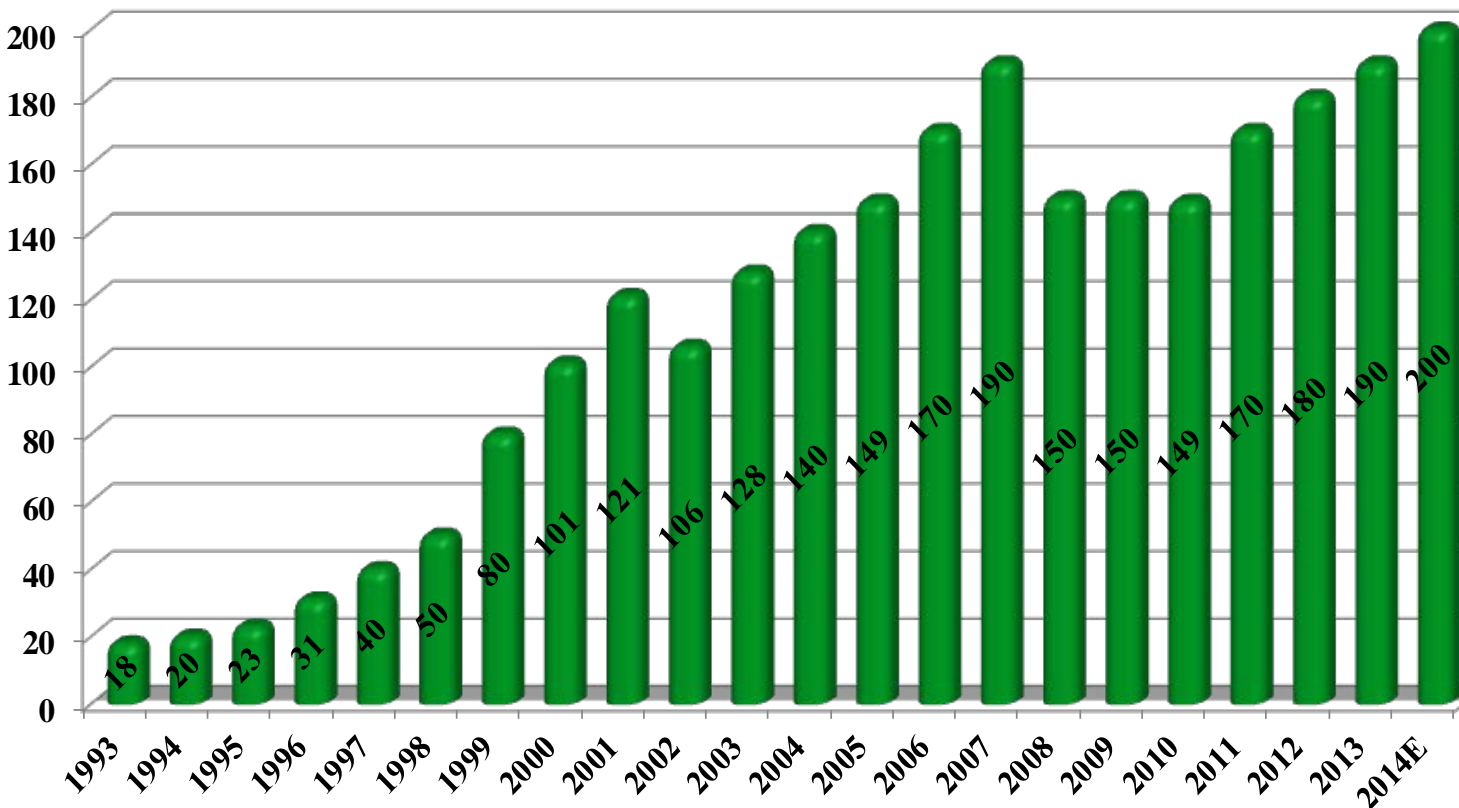
Invest and grow market share in existing markets

Continued expansion through new store growth - 200 new stores in 2014

Strategic acquisitions consolidating the industry



Store Growth



Additional Store Growth through Notable Acquisitions:

1998 Hi/LO – 182 stores	2001 Midstate – 82 stores
2005 Midwest – 72 stores	2008 CSK – 1,342 stores
2012 VIP Auto – 56 stores	

Top 10 States

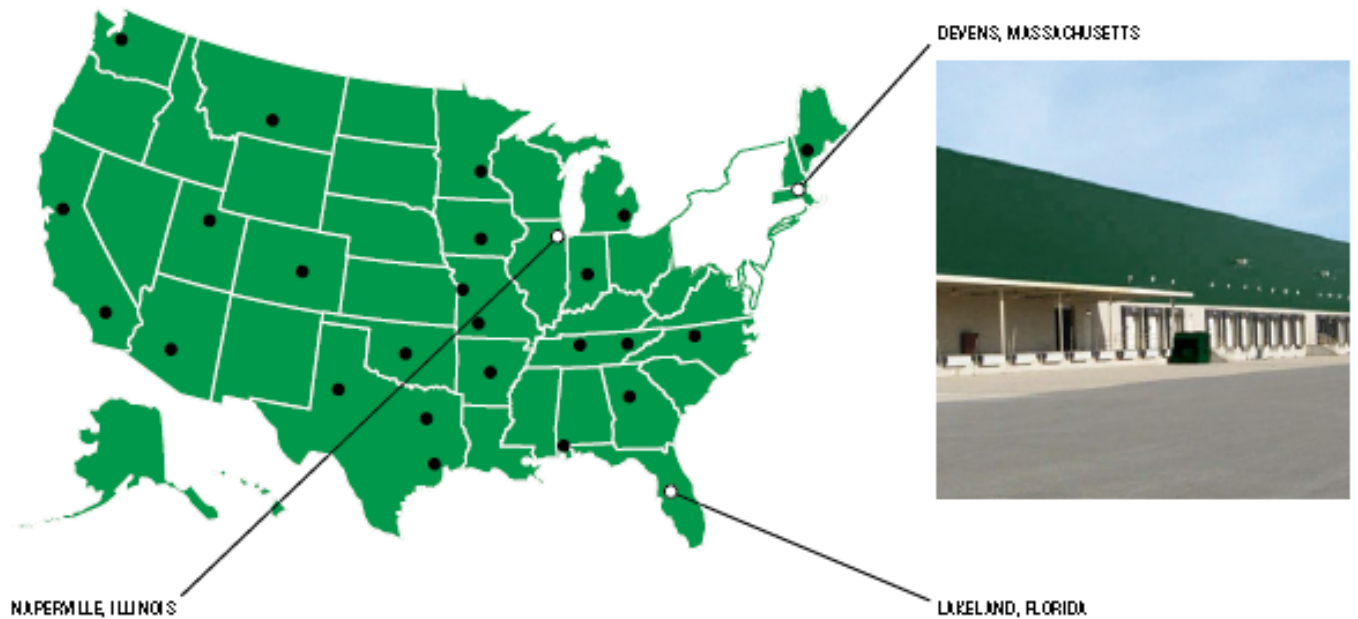
Texas.....	603
California.....	498
Missouri.....	185
Georgia.....	173
Illinois.....	159
Tennessee.....	148
Washington.....	147
North Carolina.....	133
Arizona.....	131
Ohio.....	130

Untapped Markets

- Connecticut
- Delaware
- South Florida
- Maryland
- Massachusetts
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont

Greg Johnson

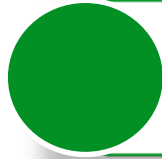
Senior Vice President of Distribution



Industry Leading Parts Availability



Primary factor in making a buying decision for both DIY and DIFM customers is parts availability



Dynamic, proprietary supply chain system provides stores with access to greater breadth of inventory, including hard to find parts



Tiered distribution system to support parts availability and inventory turns



25 regionally deployed DCs service stores five-nights-per-week



85%+ of stores receive multiple daily deliveries from DCs or “Hub” stores



60% of stores receive weekend service from DC's or “Hub” stores



Strategic Distribution Systems

State-of-the-art-facilities

- Advanced material handling equipment
- Progressive slotting, stocking and picking technology

Breadth of Inventory Availability

- DCs stock an average of 142,000 SKUs
- DCs are linked to multiple other master inventory DCs
 - Master inventory DCs stock over 170,000 SKUs

Dynamic/Tiered Distribution Model

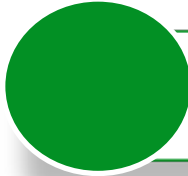
- Company-owned fleet
- 5 night-a-week delivery from DCs to all stores in the continental U.S.
- 85%+ of all stores receive multiple daily deliveries from DCs or “Hub” stores
- 60% of all stores receive deliveries on the weekend from DCs or ”Hub” stores
- 276 “Hub” stores provide multiple daily deliveries to “Spoke” stores
 - “Hub” stores stock an average of 42,000 SKUs



Lakeland Florida



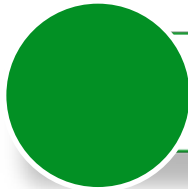
388,000 Sq. Ft.



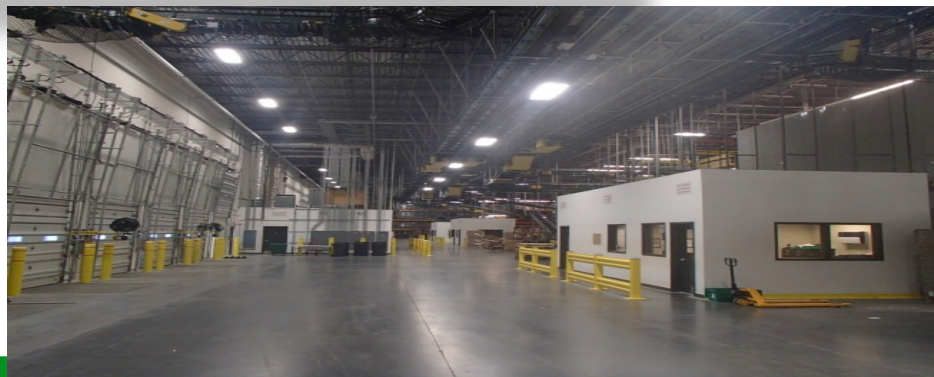
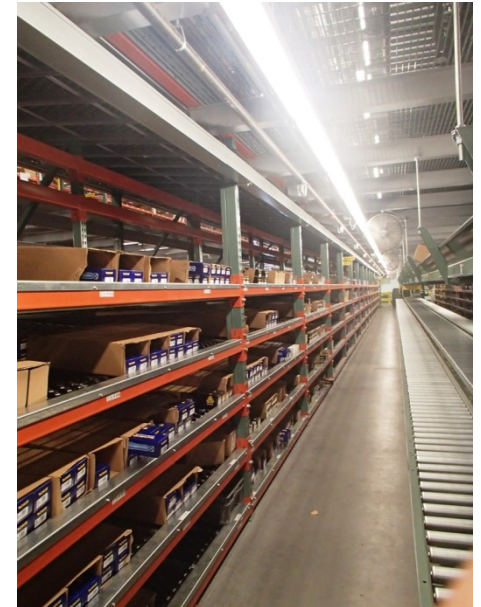
Current Store Count: 90+



Store Capacity: 300



Go Live Date: January 13, 2014



Naperville Illinois



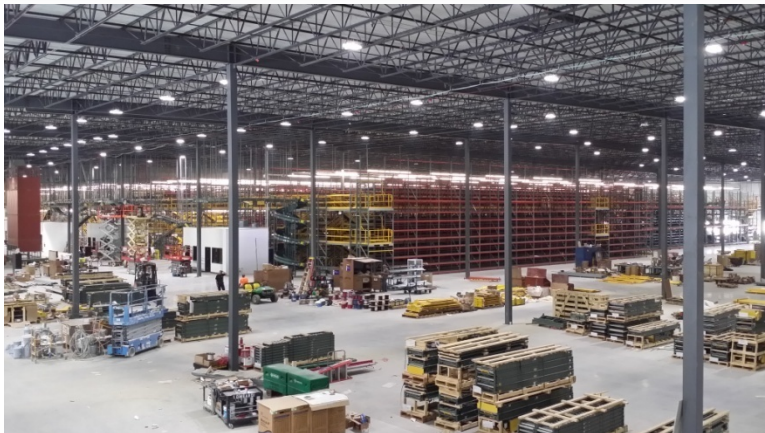
363,000 Sq. Ft.

Projected Store Count: 160-170



Store Capacity: 250

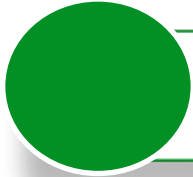
Go Live Date: 3Q 2014



Devens Massachusetts



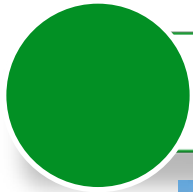
370,000 Sq. Ft.



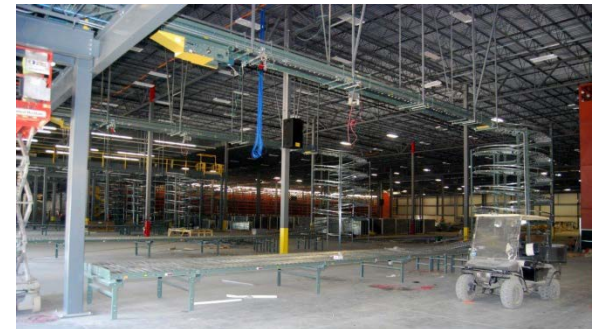
Projected Store Count: 56-60



Store Capacity: 280



Go Live Date: 4Q 2014



Mike Swearengin

Senior Vice President of Merchandise and Advertising



PROGRAMS DESIGNED FOR THE PROFESSIONAL



WE'VE BEEN PROVIDING AUTO PARTS AND SERVICES TO THE PROFESSIONAL FOR OVER 57 YEARS.

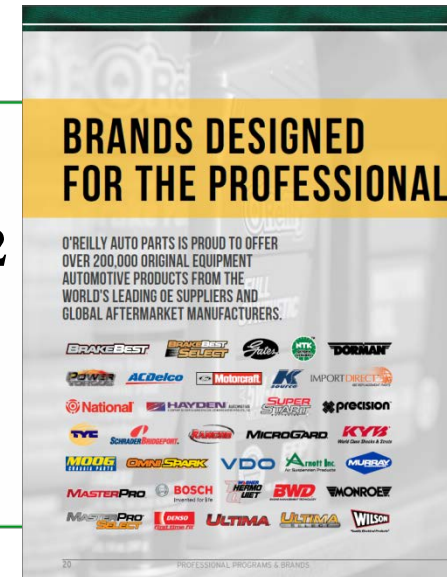
O'REILLY AUTO PARTS STARTED AS A SINGLE STORE, FAMILY OPERATED PARTS SUPPLY HOUSE IN 1957. THE ORIGINAL 13 MEMBER TEAM COMMITTED THEMSELVES TO OFFERING THE BEST CUSTOMER SERVICE IN TOWN WITH A SPECIAL FOCUS ON THE WHOLESALE MARKET. THEIR DEDICATION TO THE PROFESSIONAL HELPED GET THE STAGE FOR O'REILLY AUTO PARTS TO BE ONE OF THE LARGEST AFTERMARKET PARTS SUPPLIERS IN THE UNITED STATES.

NOW WITH OVER 57 GREAT YEARS UNDER OUR BELT, OUR PHILOSOPHY HASN'T CHANGED. OUR DEDICATION TO THE PROFESSIONAL MARKET HAS NEVER BEEN STRONGER. WE'VE ADAPTED TO YOUR CHANGING NEEDS AND CONTINUE TO OFFER AN UNMATCHABLE COMBINATION OF SERVICES TO THE PROFESSIONAL—ALL DESIGNED WITH YOUR SHOP'S SUCCESS IN MIND. GIVE US A CHANCE TO SHOW YOU WHAT OUR PROFESSIONAL SERVICES CAN DO FOR YOUR BUSINESS.

2014 Inventory Initiatives

Improved Market Position going into 2014

- Improve Availability of “Hard-to-Find” parts
- Increase Master Inventory store network From 192 stores at the end of 2011 to 276 stores today
- Emphasis on hard part “back-room” products
 - Both Brand and Private label SKUs



Inventory Investment

- Continue to refine inventory mix to maximize total investment
- Preferred Customer of Suppliers
 - Led to success and stability of Vendor Financing Program

Import Parts Focus

- Increase number of lines in the Import Direct brand
- Broaden product line coverage



IMPORT DIRECT™

OE REPLACEMENT PARTS

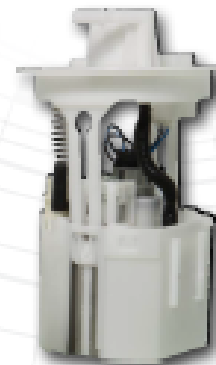


OE MATCHED PERFORMANCE

IMPORT DIRECT® PARTS - TRUSTED TO INSTALL AND PERFORM LIKE OE



- 100% New Water Pumps
- OE Replacement Ignition
- 100% New A/C Compressors
- OE Replacement Chassis Parts
- 100% New Fuel Pumps
- OE Replacement Ignition Wires
- 100% New CV Shafts



Loyalty Card Program



National Launch: October 2, 2013



Over 8 Million Current Members

- Enrolling on average 27,000 new members per day



23% of members have visited 4 or more times in the last 8 months

9% of members have visited 1 or more times every month since national launch

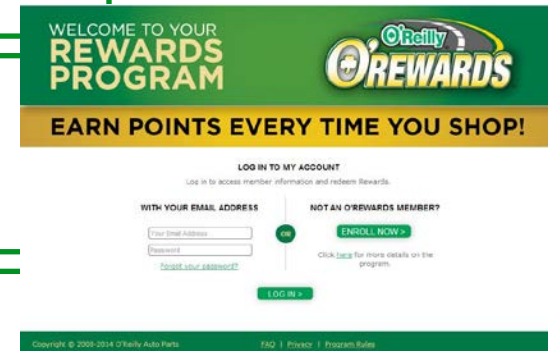


Redeemed over 551 Thousand Coupons



Over 23 Million Loyalty Transactions

- Average 115 Thousand Loyalty Tickets per day



Digital / Mobile / Social Marketing

Digital

- Expand campaign to include “Click-to-Print” coupons
- Electronic delivery of sales flyers

Mobile

- “Text-to-Win”
- Location based targeting
- QR Codes

Social Marketing

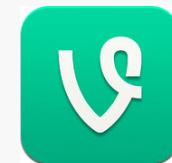
Established a Dedicated Team

Strategy

- Educate customers on maintaining, repairing and improving their vehicles

Multi-platform

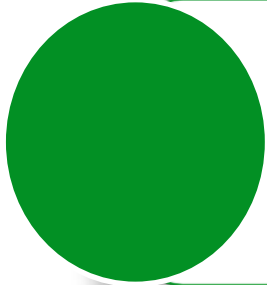
- Expand and adapt to shifting customer preferences



Ongoing Marketing Activities



Continued National, Regional and Local Motorsports Sponsorships



Ongoing National Radio and Print advertising grow Brand Awareness



Sponsorship of Mayweather / Maidana fight in Las Vegas September, 2014



Professional Customer Marketing/Sales Programs

TOOLBOX O'Reilly FIRST CALL
DEDICATED TO THE PROFESSIONAL

TOOLS AND EQUIPMENT FOR THE AUTOMOTIVE PROFESSIONAL QUARTER 2
PRICES EFFECTIVE THROUGH JUNE 30, 2014

COOLTECH M-354 RECOVER, RECYCLE, RECHARGE AND EVACUATE UNIT
\$2899.00

COOLTECH M-354 RECOVER, RECYCLE, RECHARGE AND EVACUATE UNIT
\$3499.00

BUY A/C GRT GET 10% OFF
BUY PORTABLE DIESEL PUMP GET 10% OFF

SOCKET SET
\$89.99

IMPACT PUMP
\$50 OFF

LOOK FOR THIS ONE LEASING AVAILABLE

WHAT'S INSIDE

DEDICATED TO THE PROFESSIONAL SINCE 1957

O'Reilly FIRST CALL
DEDICATED TO THE PROFESSIONAL

PROGRAMS & BRANDS

DEALER SERVICEGUIDE O'Reilly FIRST CALL
DEDICATED TO THE PROFESSIONAL SINCE 1957 VOLUME 2, 2014

CHECK DORMAN
www.dormanproducts.com

Check Spring Repairs
Spare Tire Hubs
Hybrid Batteries
Door Lock Actuators
EGR Valves
Dinocoil Assemblies

FORMERLY "DEALER ONLY" PARTS NOW AVAILABLE IN THE AFTERMARKET

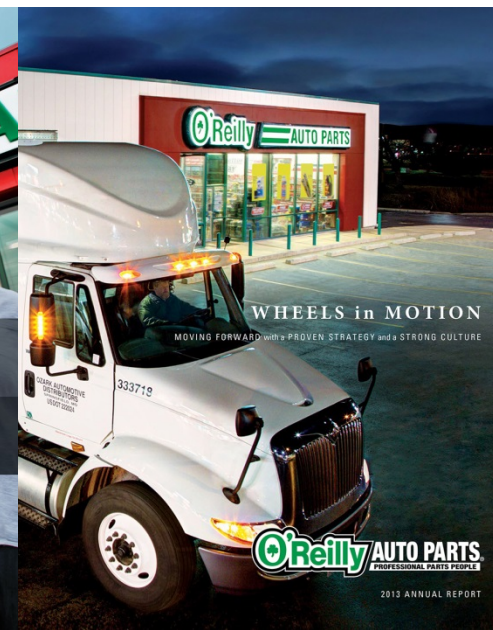
NEW PRODUCTS • NEW SOLUTIONS • NEW OPPORTUNITIES

WIN \$250
with with Dorman University's Service Tech / Counterperson of the Month Contest!

See back cover for details

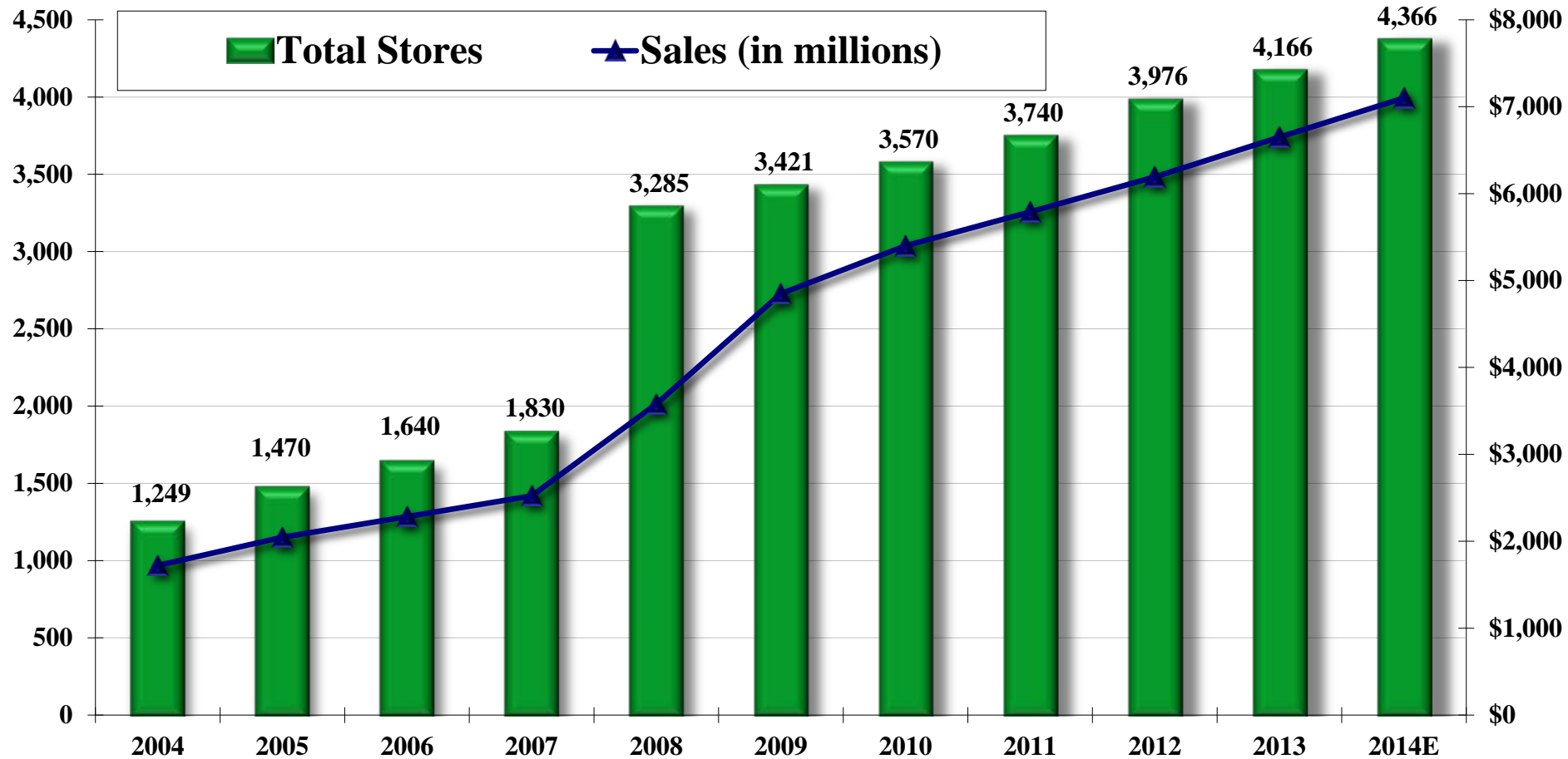
Tom McFall

Executive Vice President of Finance and Chief Financial Officer



Store & Revenue Growth

2014 Guidance
Full Year:
\$7.0 to \$7.2 Billion in Sales
200 New Stores



Comparable Store Sales

2014 Guidance

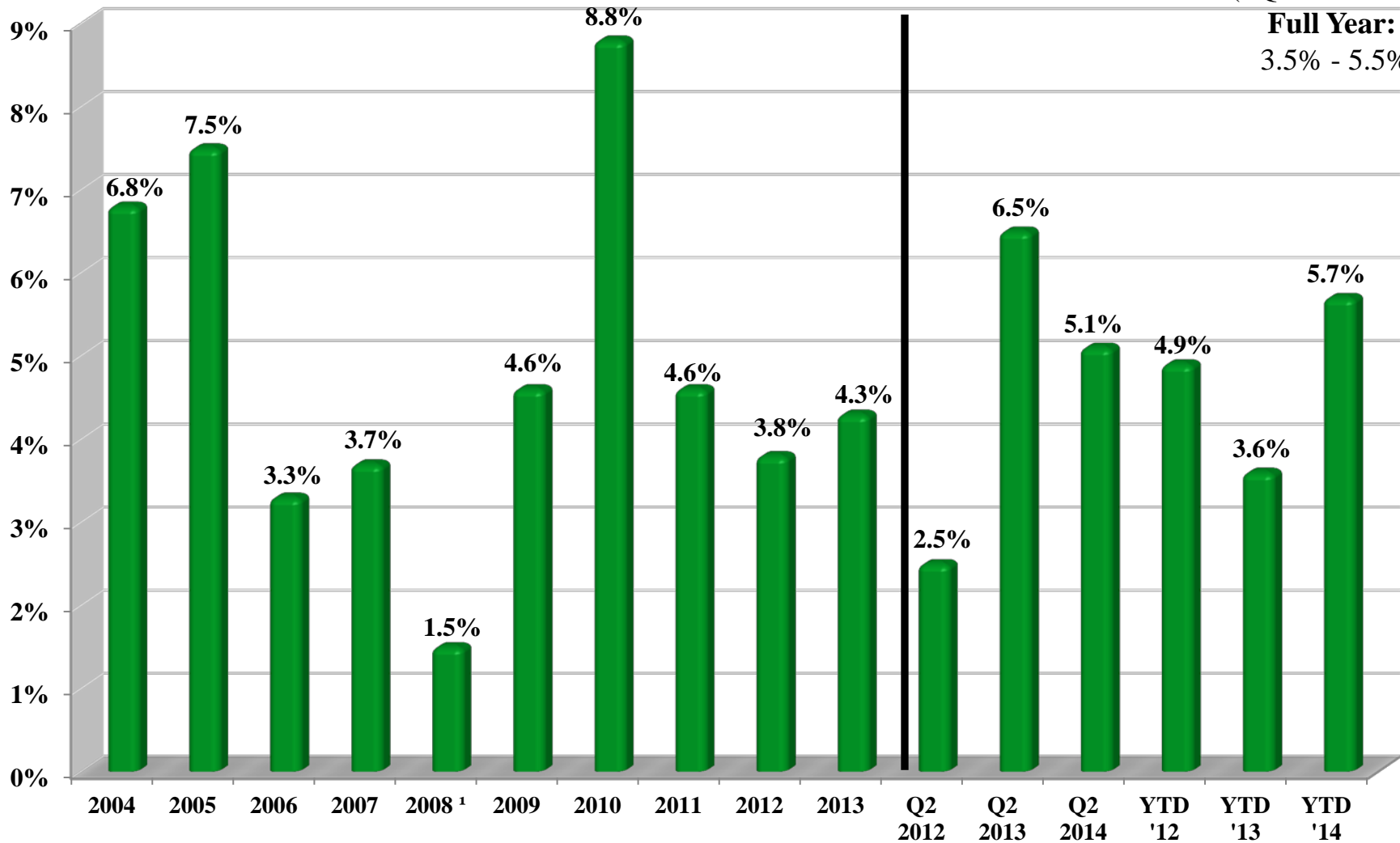
3rd Quarter:

3.0% - 5.0%

(3Q 2013: 4.6%)

Full Year:

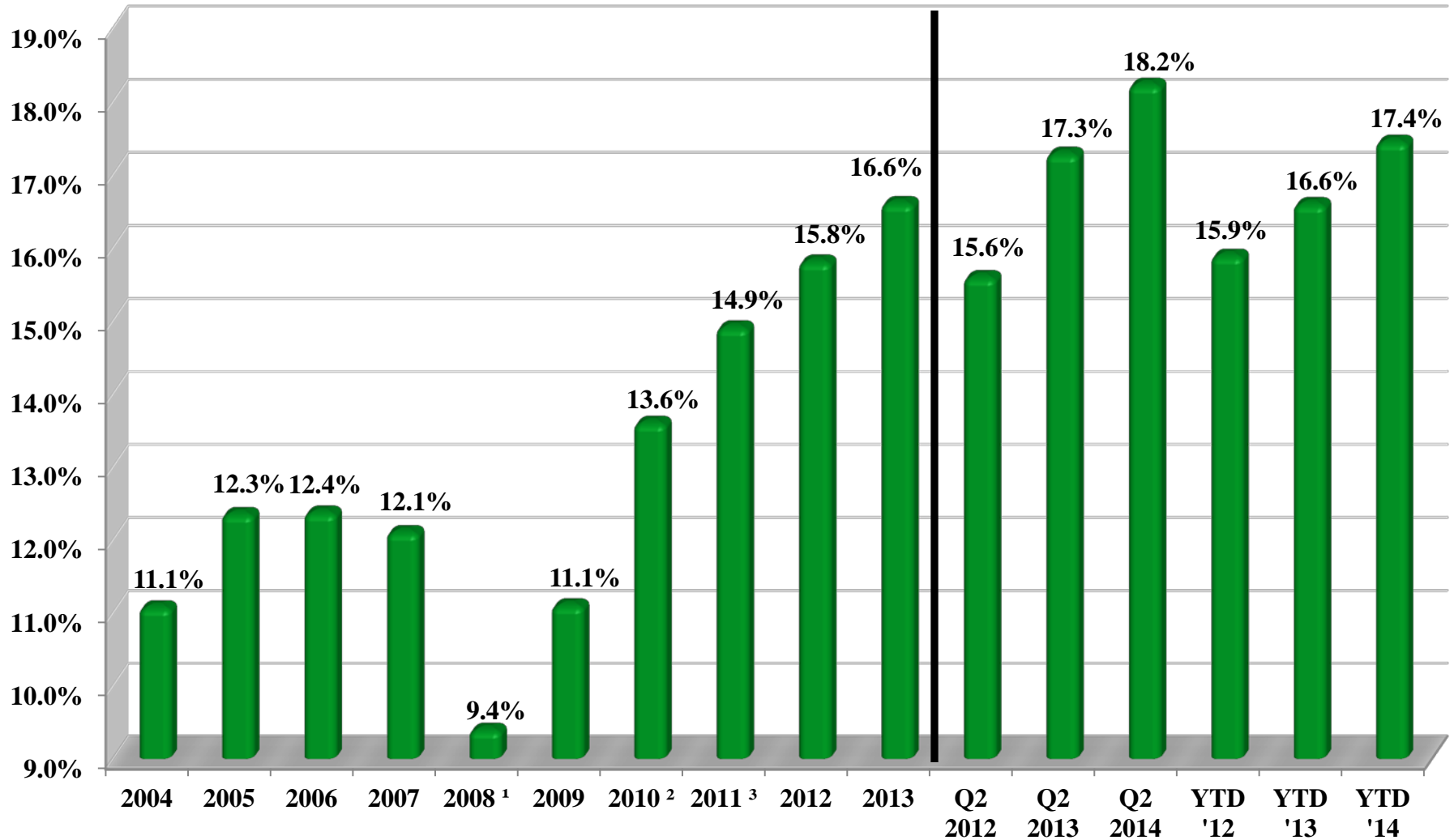
3.5% - 5.5%



¹ Includes CSK from July 11 through year end

Adjusted Operating Margin

2014 Guidance
Full Year:
17.1% - 17.5%



¹ Includes CSK from July 11 through year end

² Excludes the impact of CSK DOJ investigation charges

³ Excludes impact of former CSK Officer clawback

Adjusted EPS Growth

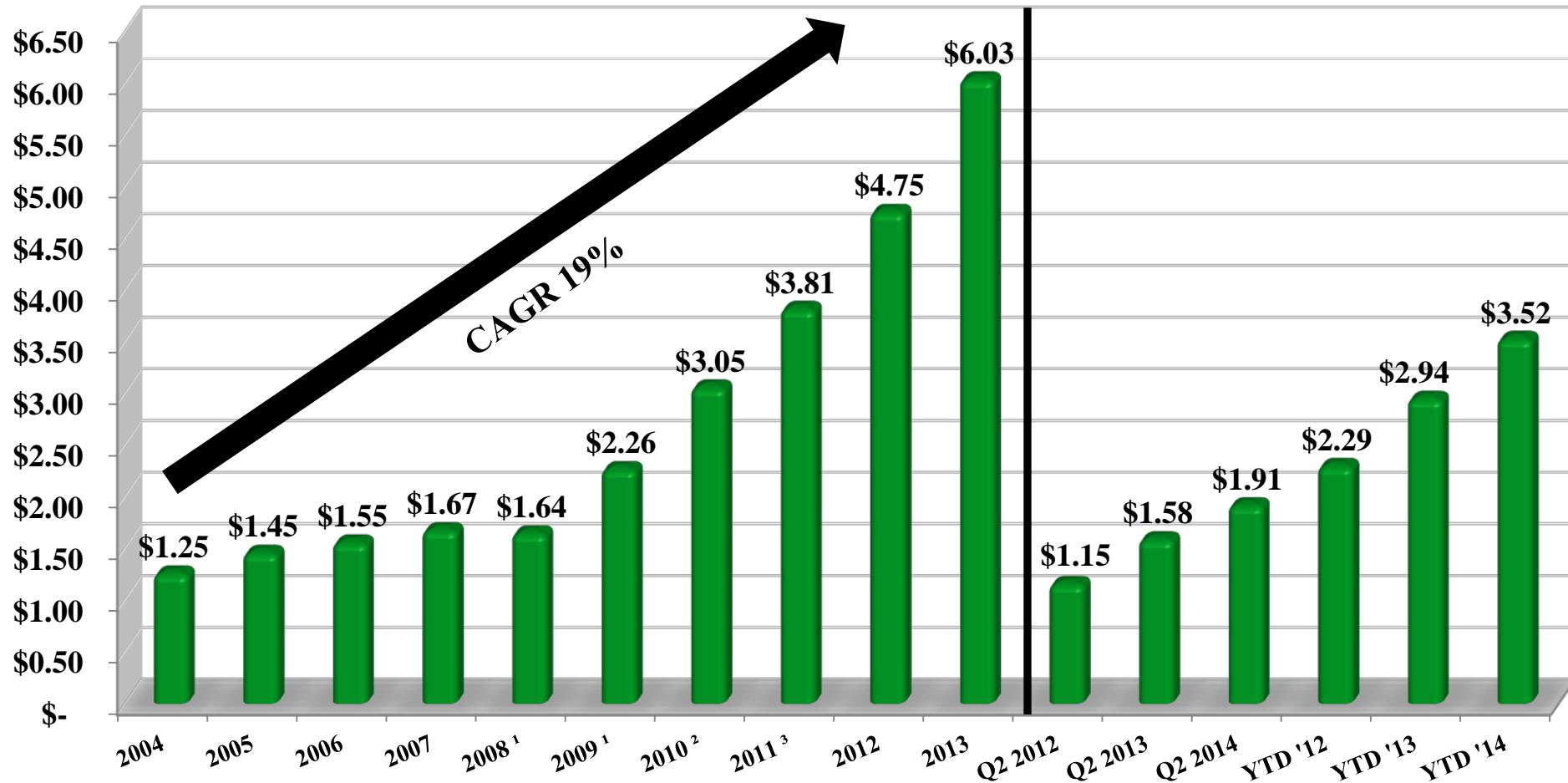
2014 Guidance

3rd Quarter:

\$1.91 - \$1.95

Full Year:

\$7.00 - \$7.10



¹ Adjusted diluted earnings per share, excluding the impact of CSK acquisition related charges

² Adjusted diluted earnings per share, excluding the impact of CSK DOJ investigation charges and CSK notes receivable recovery

³ Adjusted diluted earnings per share, excluding the impact of debt issuance and interest rate swap write off charges and former CSK officer clawback

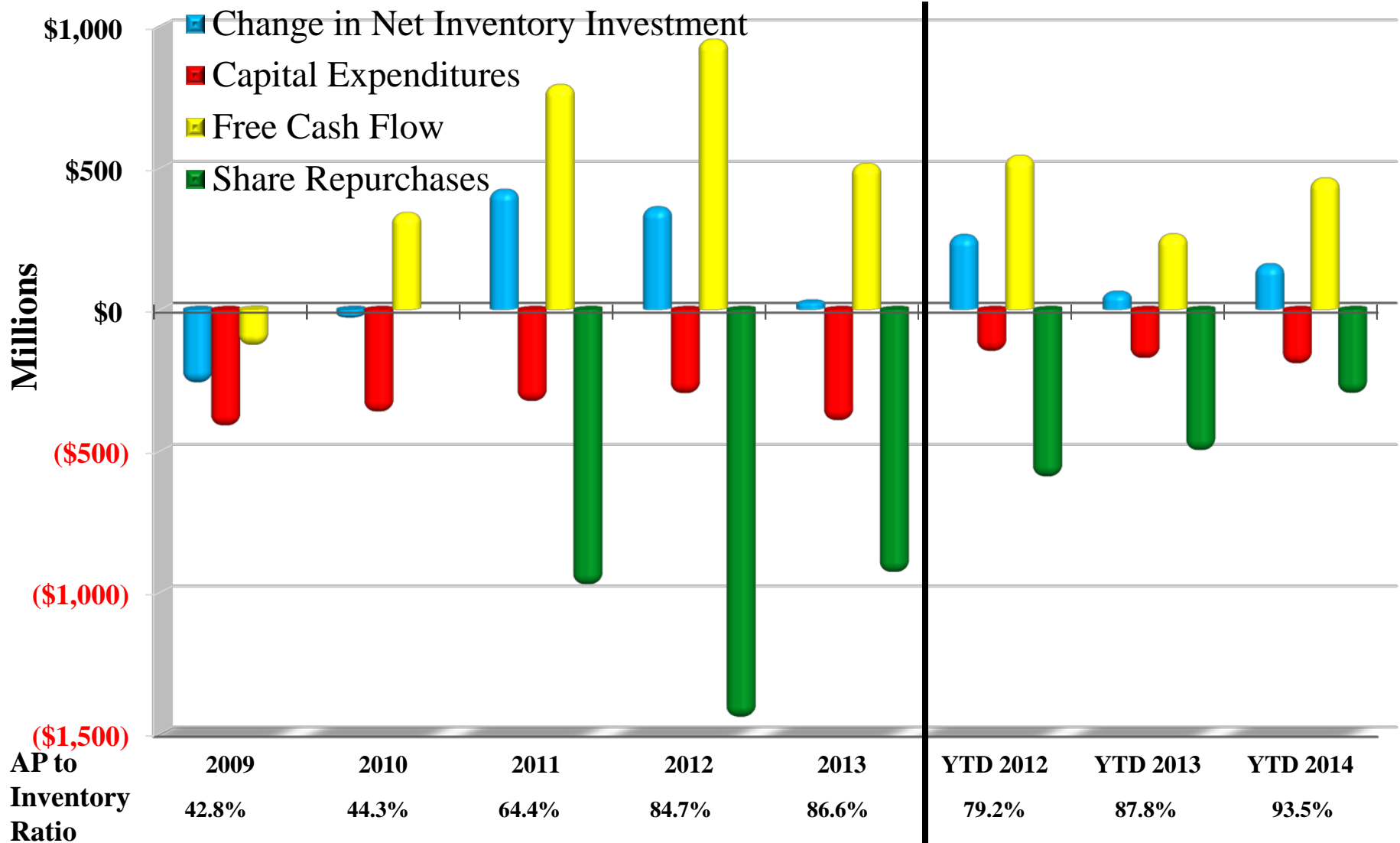
Free Cash

2014 Guidance (in millions):

Full Year:

Cap Ex: \$390 - \$420

Free Cash Flow: \$625 - \$675



AP to Inventory Ratio

2009	2010	2011	2012	2013	YTD 2012	YTD 2013	YTD 2014
42.8%	44.3%	64.4%	84.7%	86.6%	79.2%	87.8%	93.5%

Use of Capital

1. Greenfield Store Growth

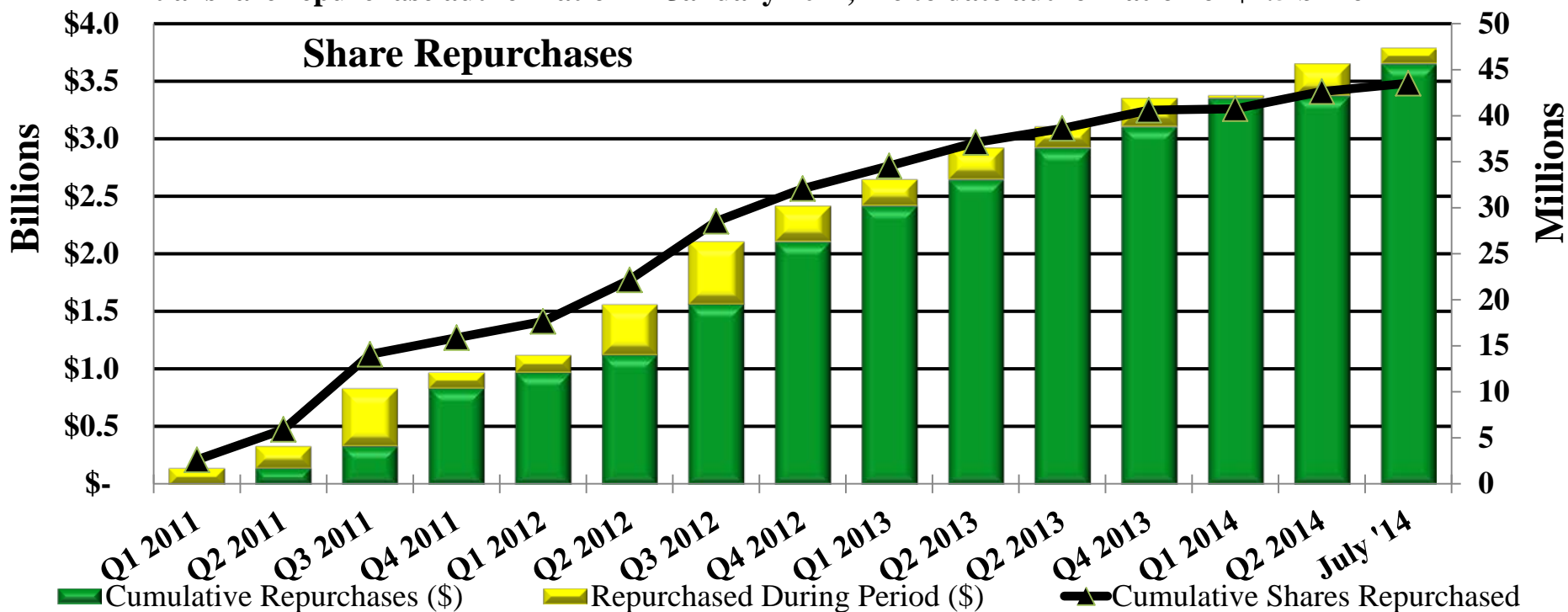
- 2010-149 2011-170 2012-180 2013-190 2014-200

2. Consolidate the Market

- Notable Acquisitions in our History:
1998-Hi-Lo 2001-Mid-State 2005-Midwest 2008-CSK 2012-VIP

3. Capital Structure

- Focus on maintaining Investment Grade Credit Ratings
- Conservative Adjusted Debt to Adjusted EBITDAR target ratio of 2.00 to 2.25 times (Currently 1.81 times)
- Initial share repurchase authorization in January 2011, life to date authorization of \$4.5 billion



Question & Answer Session

9:30 – 10:30

- Question & Answer Session

10:30 – 11:00

- Distribution Center Tour

11:00 – 11:45

- Light Lunch with O'Reilly Management Team

11:45 – 2:00

- Store Tours

2:00 Sharp

- Shuttle to Tampa International Airport

