



**Raymond James 24th Annual
Institutional Investors Conference**

March 5, 2013

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, 2012, 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.

Company History

Founded in 1957

- by the O'Reilly family with 13 original team members



Initial public offering

- in 1993 – listed on the NASDAQ as ORLY

Track record of consistent performance

- 20 consecutive years of record revenue, operating income, EBITDA and comparable store sales growth



Company Overview

Store Count

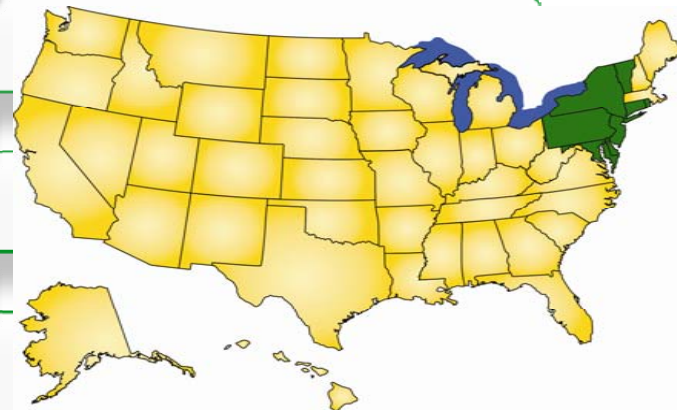
- 4,000 stores in 42 states as of January 19, 2013

Distribution Centers

- 24 Distribution Centers

Team Members

- Over 53,000



Last-Twelve-Months Sales

- \$6.2 billion as of December 31, 2012

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

- 59% and 41% as of December 31, 2012
- 65% and 35% as of December 31, 2009
- 52% and 48% as of June 30, 2008 (prior to CSK acquisition)

Total Assets

- \$5.75 billion as of December 31, 2012

Market Capitalization

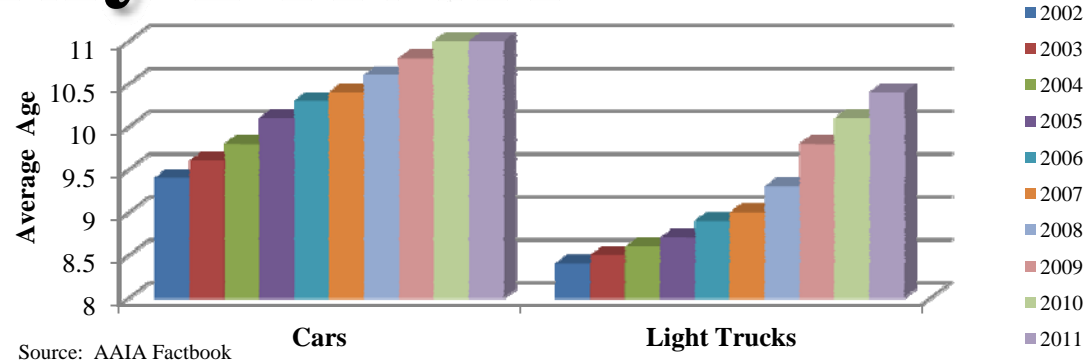
- \$11.6 billion as of March 1, 2013



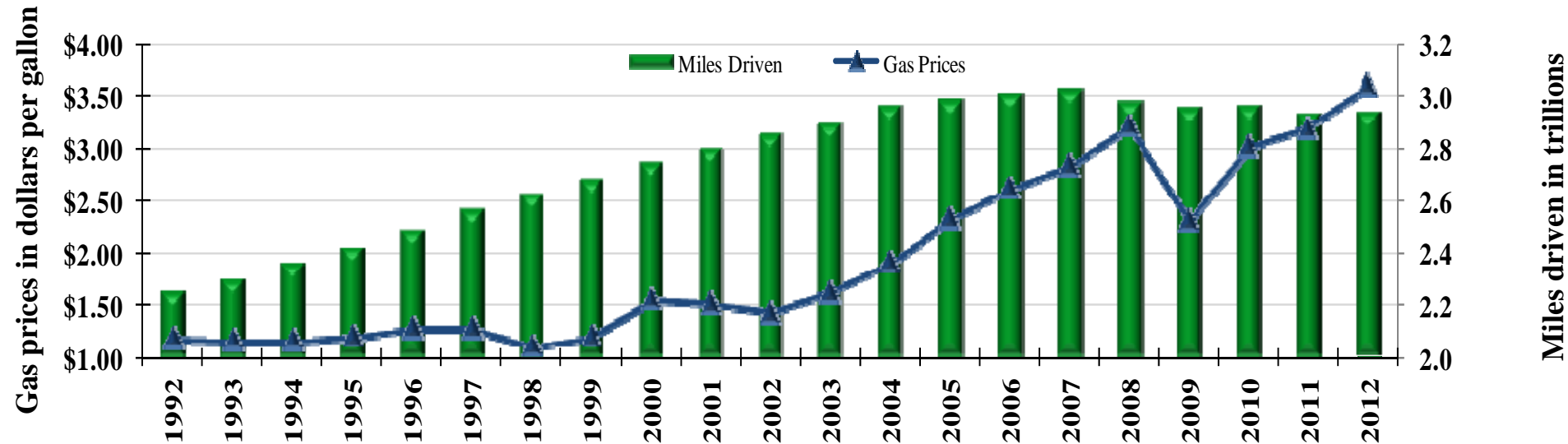
Industry Drivers

Continued Aging of U.S. Vehicle Population:

Better engineered vehicles which can be reliably driven at higher miles has led to a continued aging of the vehicle fleet.



U.S. Miles Driven and Gas Prices:

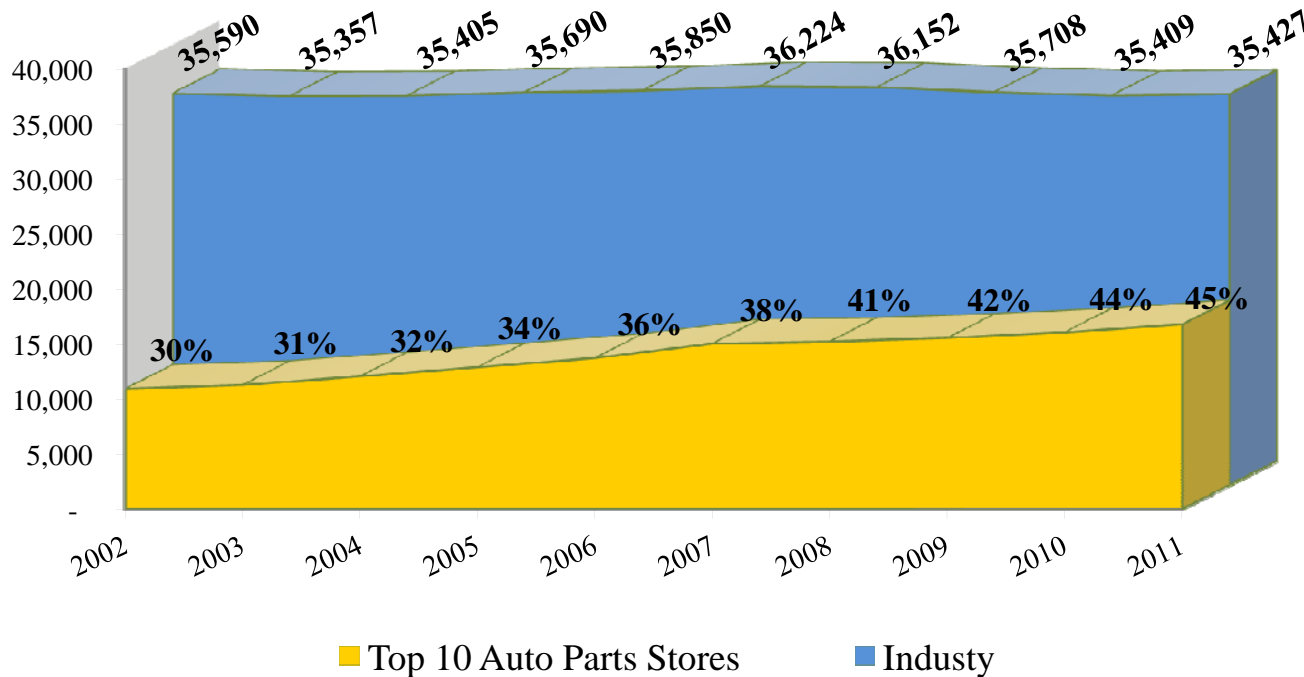


31% increase in miles driven from 1992 to 2012
\$3.64 - average gas price as of February 25, 2013

Source: Dept. of Transportation and Dept. of Energy

Industry Landscape

Fragmented Market:



Source: AAIA Factbook or latest SEC filing

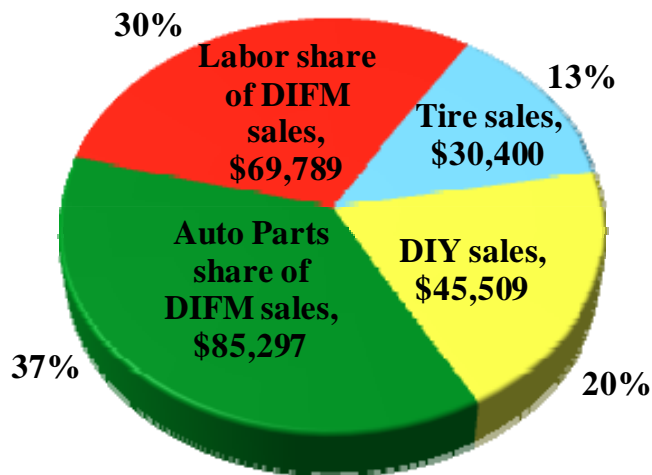
Top Ten Auto Parts Chains

1. AutoZone Inc. (5,029)
2. O'Reilly Auto Parts (4,000)
3. Advance Auto Parts (3,794)
4. General Parts Inc./ CARQUEST (1,300)*
5. Genuine Parts/ NAPA (1,142)*
6. Pep Boys (738)
7. Fisher Auto Parts (406)
8. Uni-Select (462)
9. Replacement Parts Inc. (160)
10. Hahn Automotive Warehouse (96)

*Company owned stores

Source: AAIA Factbook or latest SEC filing

Industry Opportunities



Source: AAIA Factbook

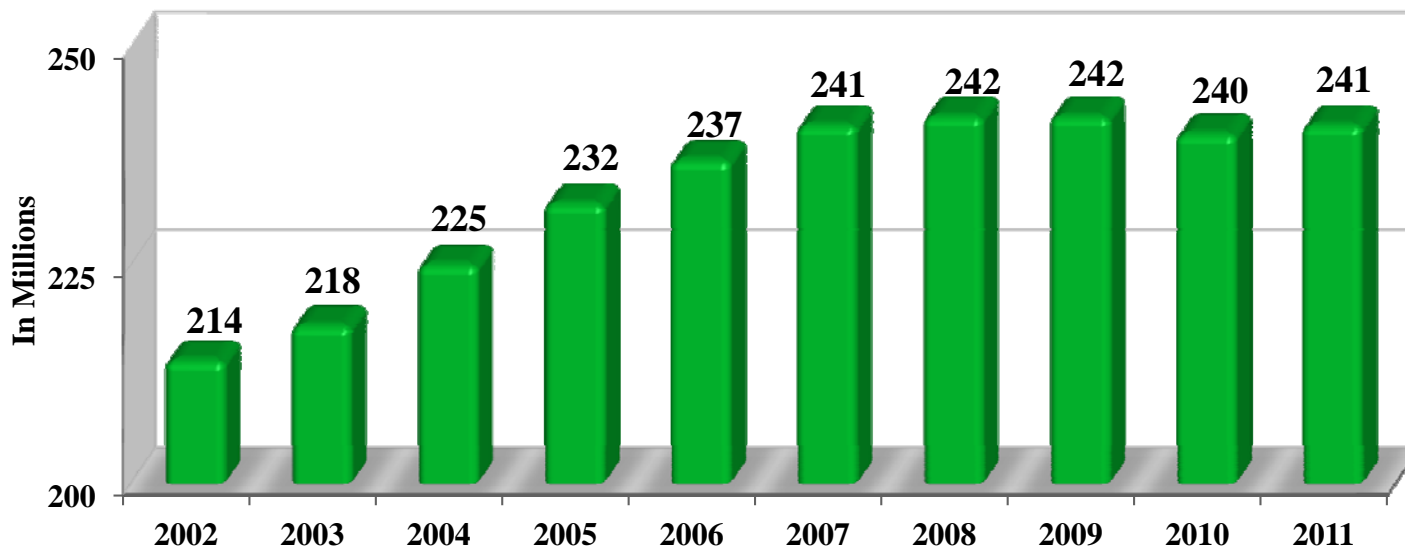
Size of Automotive Aftermarket

Total Market:
\$231 Billion

O'Reilly Addressable Market:
\$131 Billion

Total U.S. Light Vehicle Registrations

13% increase in Total Light Vehicle Registrations from 2002 to 2011



Source: AAIA Factbook

Dual Market Strategy



Established track record of serving both DIY and DIFM customers



Greater market penetration and reduced vulnerability to competition



Leverages our existing retail store locations and extensive distribution infrastructure



Allows us to profitably operate in large and small markets



Enhances service levels offered to our DIY customers



Sales force comprised of over 550 dedicated outside sales people



Strategic Distribution Systems



Distribute to stores daily from 24 regional distribution centers



Multiple deliveries per day to stores in metro-DC area



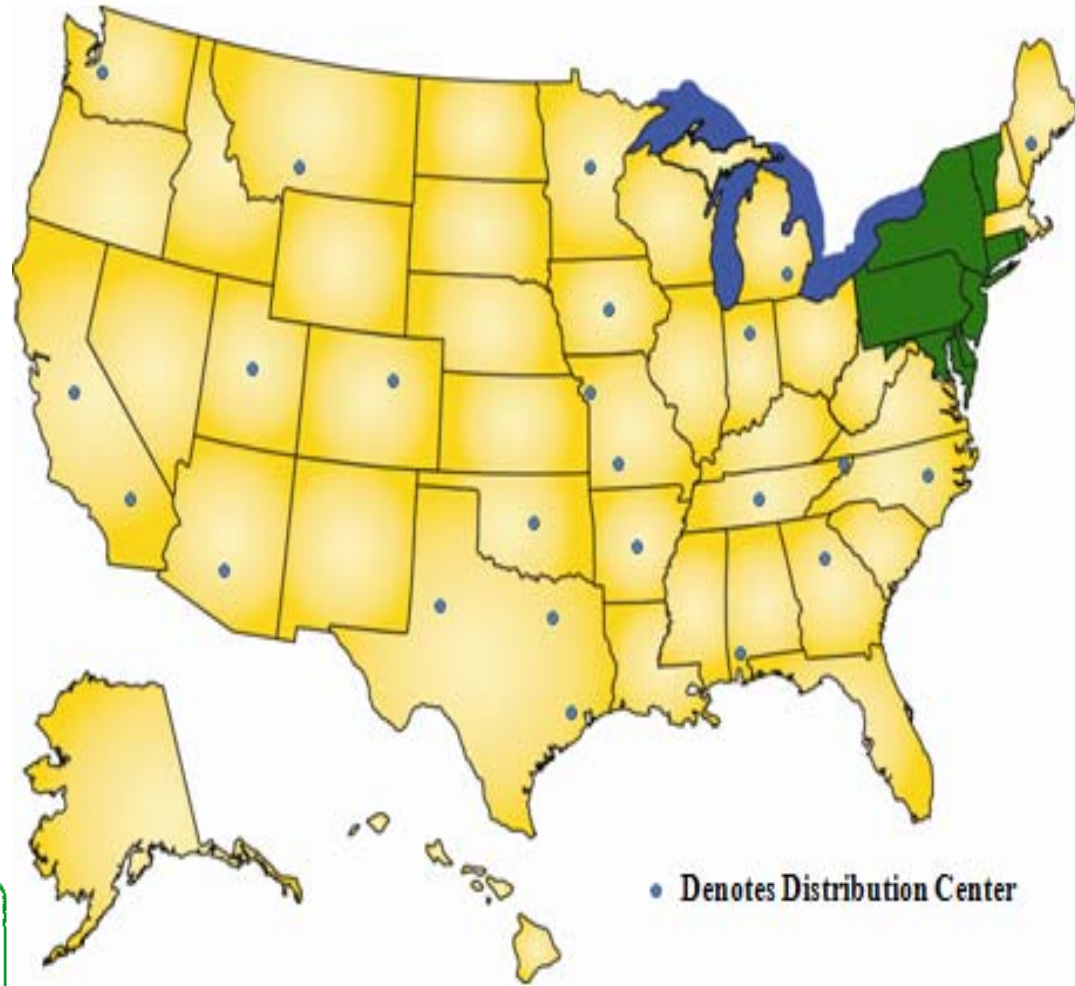
State-of-the-art facilities and systems



Stock an average of 142,000 SKUs



240 master inventory “Hub” stores



O'Reilly Growth Focus

Invest and grow
market share in
existing markets



Continued
expansion
through new
store growth -
190 new stores
in 2013



Continued focus
on consolidating
the industry



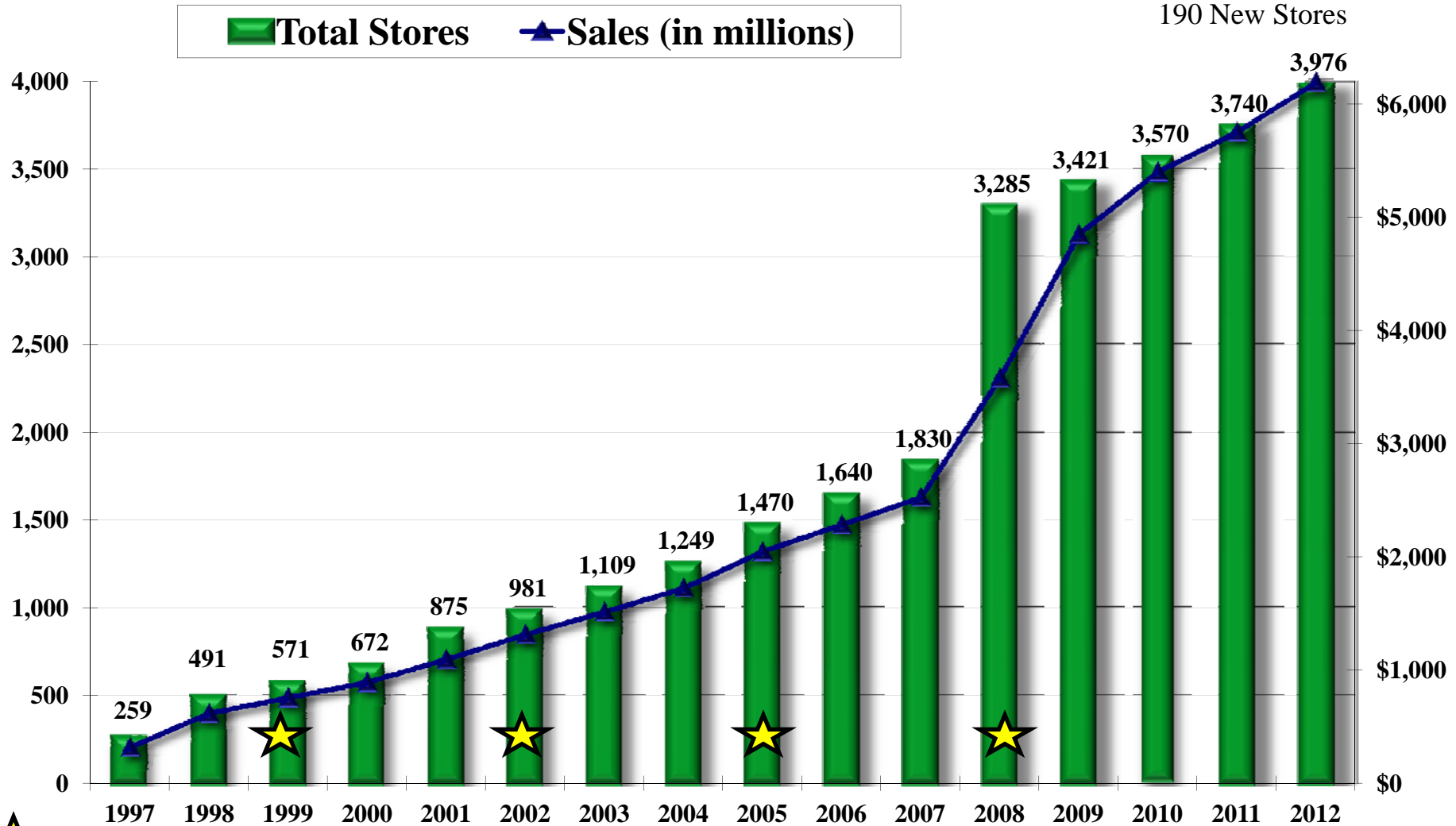
Store & Revenue Growth

2013 Guidance

Full Year:

\$6.6 to \$6.7 Billion in Sales

190 New Stores



Major acquisitions: 1998 Hi/LO – 182 stores acquired; 2001 Midstate – 82 stores acquired; 2005 Midwest - 72 stores acquired; 2008 CSK Auto – 1,342 stores acquired

Comparable Store Sales

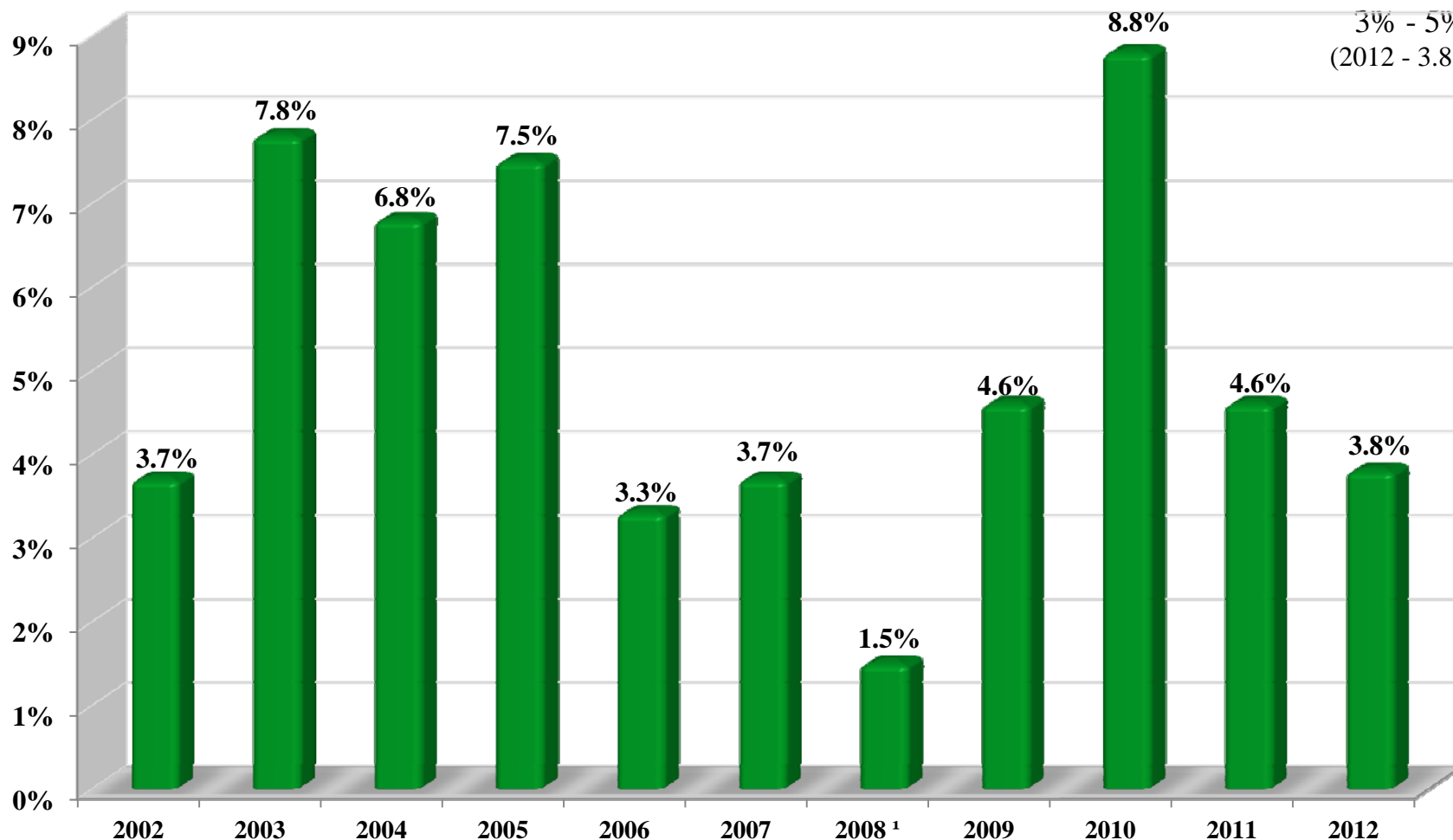
2013 Guidance

1st Quarter:

0% - 2%
(1Q 2012 - 7.4%)

Full Year:

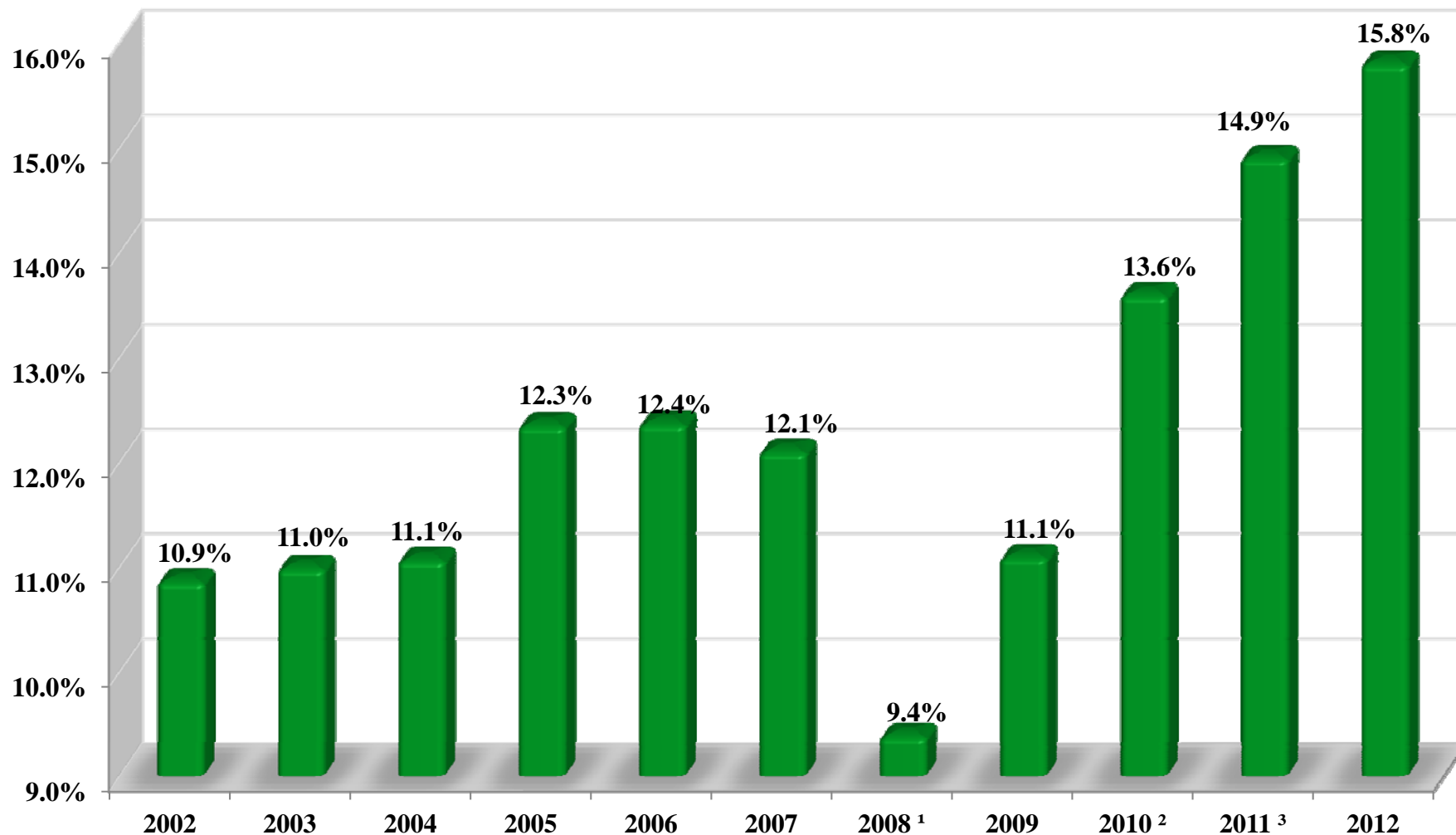
3% - 5%
(2012 - 3.8%)



¹ Includes CSK from July 11 through year end

Adjusted Operating Margin

2013 Guidance
Full Year:
15.8% - 16.2%



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

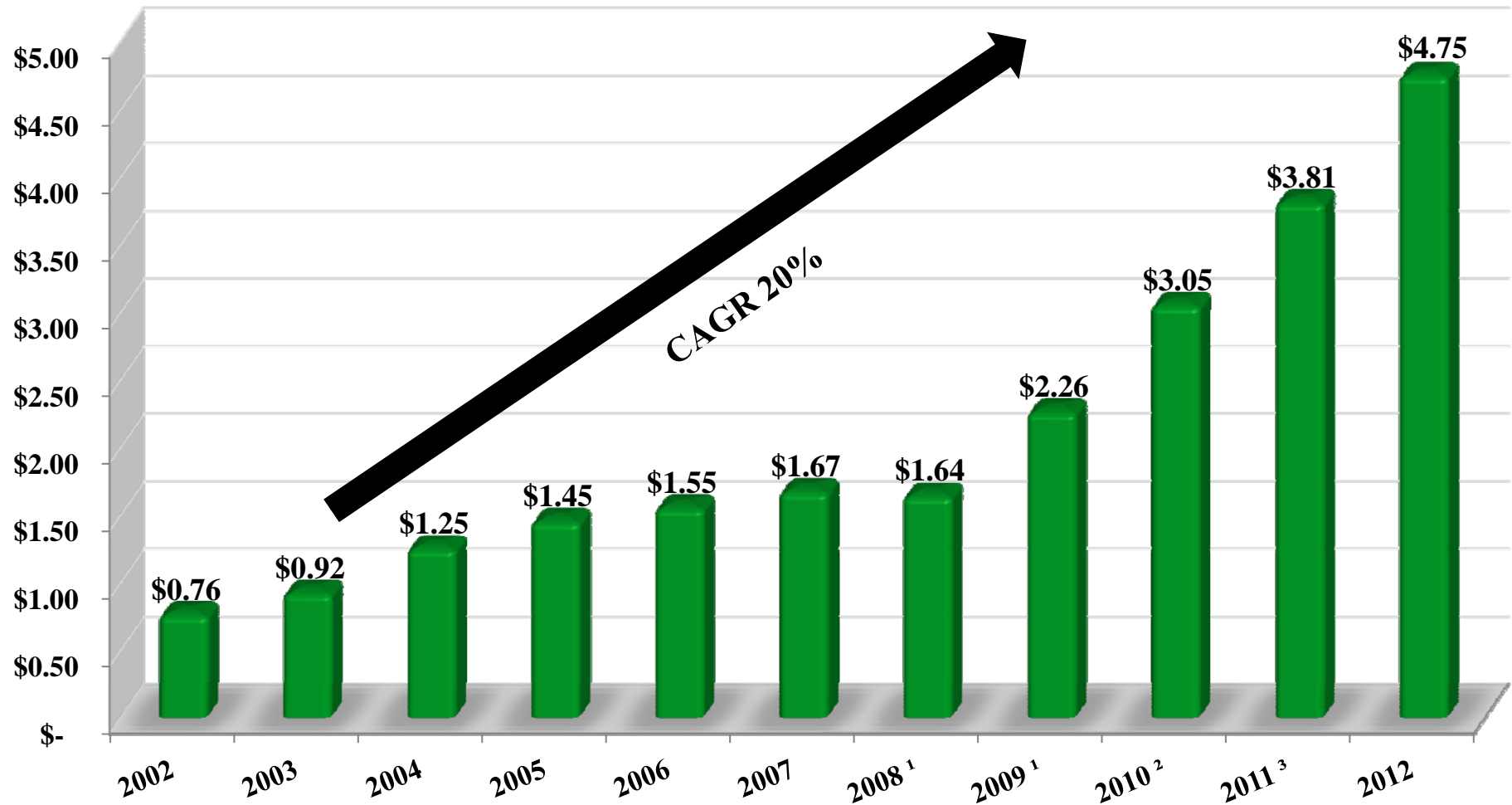
2013 Guidance

1st Quarter:

\$1.30 - \$1.34

Full Year:

\$5.57 - \$5.67



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 costs and interest rate swap write off charges and former CSK officer clawback

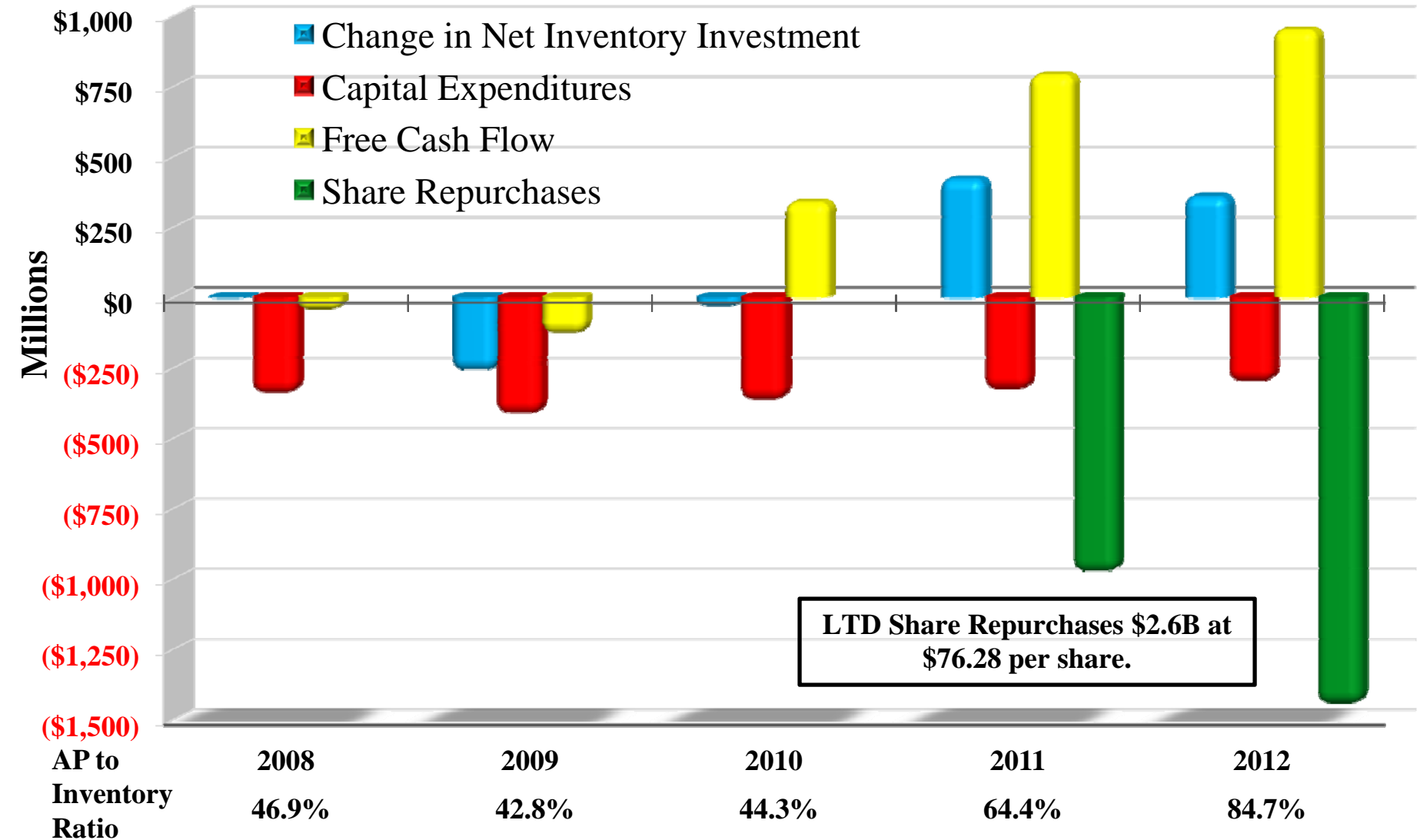
Capital Allocation

2013 Guidance (in millions):

Full Year:

Cap Ex: \$385 - \$415

Free Cash Flow: \$450 - \$500





O'Reilly Culture Statement

"We are ENTHUSIASTIC, HARDWORKING PROFESSIONALS who are DEDICATED to TEAMWORK, SAFETY, and EXCELLENT CUSTOMER SERVICE. We will practice EXPENSE CONTROL while setting an example of RESPECT, HONESTY, and a WIN-WIN ATTITUDE in everything we do!"

