



GreenCars Partner Program



GreenCars Partner Program:

GreenCars supports stores in promoting sustainable transportation options. Participation impacts your store's performance scorecard. This reflects your store's commitment to cleaner vehicle education as a contributor to LAD's sustainability strategy.

Definitions:

- **High Performing (4+ pts):**
 - Digital Resource (#1) **AND** Store Event & Community Education (#2)
- **Performing (2+ pts):**
 - Digital Resource **OR** Store Event & Community Education
- **Opportunity (<2 pts):**
 - Does not meet either requirement (#1 or #2)

Point System

3 points - Digital Resources

2 points - Store Event & Community Education

Ex: Location on SPS

ECOSYSTEM EXCELLENCE*		Yes	
Loyalty Score*		Performing	
Driveway & GreenCars Score*		Performing	
DFC Penetration %	15%	9.3%	7.8%
Technology & Vendor Score*		Performing	

Ex: Location on SPS

Benchmark	3-Month Trend		
	Feb-25	QPS	Jan-25
Regional Leadership:			
STORE			
Team: Joseph Price (General Manager - 05/01/2021)			
Store Revenue	\$6,880,164	\$6,237,855	\$7,136,195
Departmental Gross	\$1,389,922	\$1,295,401	\$1,294,279
Additional Income	\$121,338	\$133,070	\$142,253
Store Gross	\$1,511,260	\$1,429,470	\$1,436,532
Departmental Expense	\$735,146	\$729,986	\$751,737
Fixed Expense	\$395,274	\$393,460	\$330,993
Store Expense	\$1,130,420	\$1,123,446	\$1,082,730
Net Profit Before Tax	\$380,840	\$306,024	\$353,801
Net to Revenue %	5.5%	4.9%	5.0%
Net to Gross %	44%	23.6%	27.3%
SGBA % (incl. Floorplan)	56%	72.6%	72.7%
AOP Attainment %	95%	60%	42%
Potential Attainment %			
Memo: Store Throughput	49%	2905%	27%
CONSUMER			
OEM PARTNERSHIP (APPROVABILITY)*	Yes	Yes	Yes
Sales Efficiency R12	+23%	+23%	+23%
Service Retention R12	+6.0%	+6.0%	+6.0%
Hyundai Retail Experience (HREX) R3	+1.8%	+1.8%	+1.8%
Hyundai Service Experience (HVSX) R3	+5%	+4.6%	+4.6%
ECOSYSTEM EXCELLENCE*		Yes	
Loyalty Score*		Performing	
Driveway & GreenCars Score*		Performing	
DFC Penetration %	15%	13.3%	9.3%
Technology & Vendor Score*		Performing	



#1 Digital Resources (3pts)

Provide **organized EV & Hybrid digital resources** on your website to enhance your customer experience while keeping researchers within Lithia & Driveway.

Guidelines

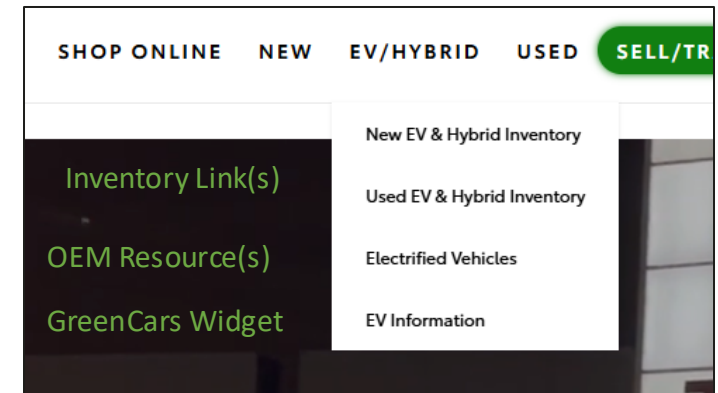
Option A: Top-level navigation: i.e., <https://www.lithia.com/>

- Primary Navigation Text: “EV/Hybrid”
- Secondary Text/Links: Shop New/Used EVs & Hybrids SRP link(s), GC Widget, OEM EV/Hybrid Resources

Option B (OEM Exceptions Only): Secondary navigation i.e., <https://www.cadillacportland.com/>

- **OEM Exceptions:** Cadillac, Volvo, Ferrari, Rolls Royce, McLaren, Maserati, Lamborghini, INFINITI
- New → Shop New EVs & Hybrids SRP links, GC Widget, OEM EV/Hybrid Resources
- Used → Shop Used EVs & Hybrids SRP links, GC Widget
- Research → GC Widget + OEM Resources

Top-Level Nav Req.



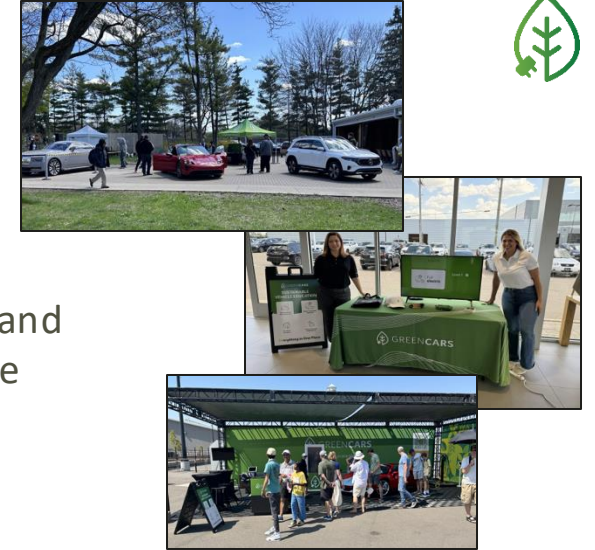
What to Include:

EV/Hybrid Shopping Links	Desired EV/Hybrid inventory links directing traffic to a filtered SRP on Store's website.
EV Information (GreenCars Widget)	Landing page on store website explaining benefits of driving hybrid & electric.
Relevant OEM Resources	Any OEM or store resources supporting Hybrid and Electric Vehicle customers.
GreenCars.com Tools (optional)	Links to EV incentive calculator, Matchmaker, Buyer's Guide, Lease Deals, GreenCars 101, etc.



#2 Store Event & Community Education (2pts)

Host or participate in **one or more** EV/Hybrid-focused events during a calendar year, **using GreenCars' branded point-of-purchase materials**. Give your community first-hand experience with EV technology and demonstrate your store's expertise and leadership in greener vehicles. Take pictures and videos to share your success and receive credit.



Activation Ideas

- **EV/Hybrid Test Drive Days:**
 - Hands-on exposure to inventory, lead generation
 - Offer side-by-side test drives of multiple models
 - Include product specialists to answer questions
 - Feature route options that highlight regenerative braking and range
- **Trade-In / Upgrade Event:**
 - Draw people looking to switch from gas to electric
 - Free trade-in appraisal booth
 - Extra trade-in bonus for switching to electric
 - On-site rebate experts to walk people through federal and state EV credits
 - Financing pre-approval tables to speed up deals
- **EV 101 Educational Events:**
 - Position your store as a trusted educator
 - Work with recruiting, college/school, car club, non-profit
 - Cover topics like EV range, battery life, and maintenance
 - Provide GreenCars information, takeaways, swag
 - Leverage Electrify Expo with GreenCars at no-cost
- **Earth Day and/or National Drive Electric Week:**
 - Showcase community leadership in sustainability
 - Register as an official [Drive Electric Week](#) host
 - Invite local EV clubs, utilities, and clean tech companies
 - Collaborate with non-profits like [Forth Mobility](#), [Electric Vehicle Association](#)



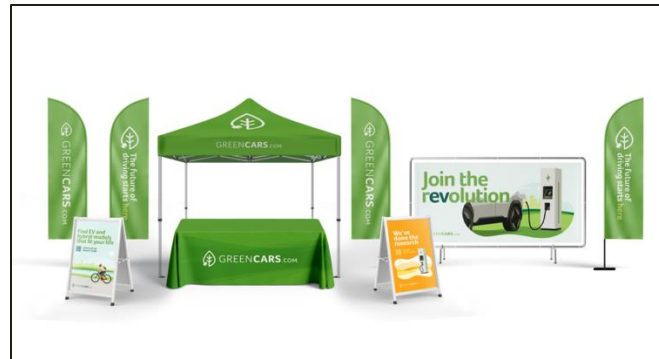
Event & Activation Kits

Please reach out to TaylorFaust@lithia.com for information on ordering GreenCars activation kits or individual activation items. Allow 2-4 weeks for processing and shipping.

Small



Medium



Large



Appendix



August/September 2025 Update

Rolling out for August 2025 reporting is a scoring change on the Ecosystem Excellence report within the GreenCars section:

Opportunity #2 (Store Event) and Opportunity #3 (Community Education), which were previously 1 point each, have now been consolidated into a single opportunity worth 2 points.

Stores now just need to participate in either a Store Event OR a Community Education event to receive the full 2-point credit.

Please continue to reach out to Taylor Faust and Kevin Jennings to get your stores set up with either opportunity

DRIVEWAY & GREENCARS SCORE					
Opportunity					
Benchmark		Score	Monthly Trend		
			Aug-25	Jul-25	Jun-25
Driveway & GreenCars Score		4/25	Opportunity	High Performing	Opportunity
Driveway		Opportunity	Opportunity	High Performing	Opportunity
New Inventory % Online		2/2		0.0%	0.0%
Used Inventory % Online	95%	0/4		0.0%	0.0%
Commitment to Delivery % (Rolling 3-mo)	90%	2/7	0.0%	100.0%	100.0%
Driveway Purchases (Rolling 3-mo)		0/7		3	1
Memo: Purchase %				3%	1%
Total Driveway Score		4/20	4/20	14/20	9/20
GreenCars		Opportunity	Opportunity	High Performing	Performing
Digital Resources		0/3	No	Yes	Yes
Store Event & Community Education		0/2	No	Yes	No
Sustainable Vehicle Retail Sales %		Not Scored	67.2%	61.2%	61.1%
Sustainable Vehicle Market Share %		Not Scored	0.22%	0.20%	0.29%
Total GreenCars Score		0/5	0/5	5/5	3/5
Notes					
Scoring: Troy Land Rover = Small Store					
<u>Driveway & GreenCars Score</u>		<u>Total Driveway Score</u>	<u>Total GreenCars Score</u>		
18+ = High Performing		14+ = High Performing	4+ = High Performing		
14+ = Performing		10+ = Performing	2+ = Performing		
<14 = Opportunity		<10 = Opportunity	<2 = Opportunity		
<u>Used Inventory %</u>		<u>Driveway Purchases (Rolling 3-mo)</u>	<u>Commitment to Delivery % (Rolling 3-mo)</u>		
95%+ = 4 points		L Store: 25+ = 7 pts, 15+ = 5 pts, <15 = 0 pts	90%+ = 7 Pts		
85%+ = 2 points		M Store: 15+ = 7 pts, 10+ = 5 pts, <10 = 0 pts	75%+ = 5 Pts		
<85% = 0 points		S Store: 5+ = 7 pts, 3+ = 5 pts, <3 = 0 pts	<75% = 2 Pts		
New Inventory % Online: Due to varying manufacturer policies, all stores scored 2/2 points.					

How GreenCars Enables More Sales

GreenCars aims to increase the number of drivers exploring and selecting greener transportation options, increasing sales and contributing to our corporate sustainability and growth strategy.



1. **Educational Content:** Helps customers understand the benefits, costs, and practicalities of switching to a greener vehicle with articles, reviews, comparisons, and buying guides on green vehicle options.
2. **Incentives and Savings:** Features information about the incentives that can reduce the cost of purchasing an EV or hybrid and further motivate consumers to purchase a green vehicle.
3. **Charging Information:** Provides information on EV charging, including home chargers and installation and locating public charging stations. These resources ease the transition to electric driving and remove a key barrier to purchase.
4. **Environmental and Economic Benefits:** Highlights the lower operating costs associated with EVs, their long-term economic advantages, and their environmental benefits.



How GreenCars Helps Your Store

Integrating GreenCars.com into your store operations and communications offers several benefits:

Enhanced Engagement:

- Provide valuable information that boosts customer confidence and helps them make informed decisions.

Increased Sales:

- Higher customer engagement leads to higher conversion rates and more sales of green vehicles.

Stronger Brand:

- Aligns your store with sustainable practices that enhance your brand image as an environmental leader.



How GreenCars Helps Your Store

Substantially Higher Conversion:

- Engaging with GreenCars' resources contributes to a 5x higher conversion rate when visiting both GreenCars and a store website. GreenCars.com influences ~1,800 LAD sales per month and increases adoption by addressing consumer questions and concerns.

Promotion of Incentives:

- Highlighting available incentives through GreenCars can make green vehicles more attractive to customers, potentially increasing sales and lease renewals.

Enhanced Customer Education:

- Directing customers to GreenCars can help them make informed decisions about their vehicle choices and boost their confidence in purchasing or leasing green vehicles. This can reduce days' supply and increase turns.

Support for Sustainable Practices:

- Aligning dealership communications with GreenCars' mission to promote sustainable transportation can strengthen the dealership's brand image as a supporter of environmental sustainability.



Helpful GreenCars.com Resources

- [**GreenCars 101**](#) Covers the basics of EVs and hybrids.
- [**Expert Insights**](#) Offers vehicle reviews, recommendations, comparisons, and more.
- [**News**](#) Stay updated with the latest industry happenings and exciting announcements.
- [**GreenCars Buyer's Guide**](#) Compare hybrid, electric, and fuel-efficient driving options.
- [**EV Incentives Calculator**](#) A personalized look at the savings you might qualify for.
- [**Matchmaker**](#) Answer a few simple questions to discover the ideal eco-friendly vehicle.
- [**EV Lease Deals**](#) Find lease deals on new EVs in Oregon, California, Texas, and Florida.