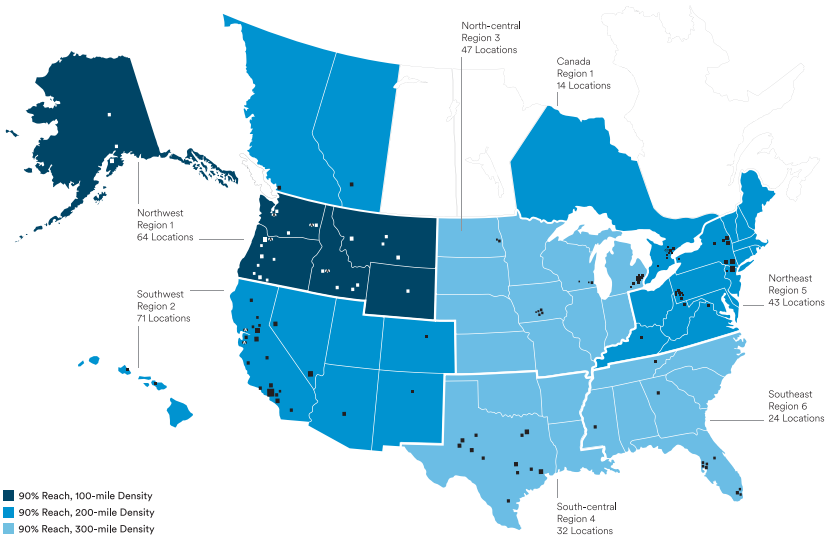
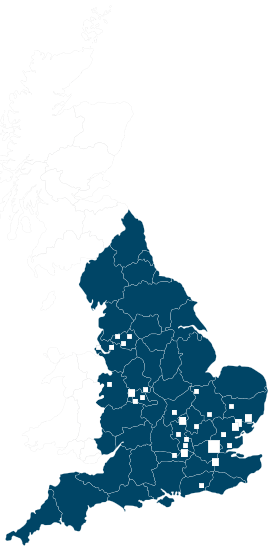


Welcome to the Family, Priority Automotive

Lithia & Driveway + Priority Automotive

13 new locations | **4** new cities | Virginia





Brands

TOYOTA · HONDA · NISSAN · mazda · ACURA · INFINITI · Ford · CHEVROLET · HYUNDAI



Growing Together

"We're thrilled to partner with Dennis Ellmer and his high performing Priority teams to expand our domestic operations and consumer options wherever, whenever, and however they desire," said Bryan DeBoer, Lithia & Driveway President and CEO. "These stores not only expand our ability to cultivate long-term customer relationships in this region, but we also benefit from their impressive track-record of customer retention and commitment to community involvement.

Best in Town 2019 Winner

Dennis Ellmer and his Priority team have achieved local, regional, and national recognition for their performance and their community contributions. In 2019, Akio Toyoda, President of Toyota Motor Corporation, presented Ellmer with the Best in Town Award, a national honor presented to only one Toyota dealership in the U.S.

PRIORITY TOYOTA CHESAPEAKE
WINNER OF "BEST IN TOWN" AWARD

About Priority Automotive

Dennis Ellmer launched Priority Automotive in 1999 with his acquisition of Kline Chevrolet and Kline Toyota in Chesapeake, VA. The Priority dealerships emphasized unparalleled customer service and became the market leaders in their first year of operation. Soon Priority grew to include Acura, Honda, Hyundai, and Infiniti dealerships in Chesapeake where Ellmer built one of the largest Toyota dealerships in America. Priority also expanded into the metropolitan Washington DC market with dealerships in Tysons Corner, Chantilly, and Springfield and now owns and operates dealerships and collision repair centers throughout Virginia. Today, Priority is ranked among the top dealer groups in the U.S.



"All of us at Priority are pleased and excited to join forces with Lithia & Driveway. We knew we had found the perfect partner to continue to grow Priority in an ever-changing retail automotive environment," said Dennis Ellmer, Priority President and CEO. "Our cultures aligned well with a focus on customer service, growth opportunities for our associates and commitment to the communities. We look forward to continued growth with Lithia for years to come.

Community is the Priority

Priority Automotive Charities

Priority Automotive believes in building up and giving back to their communities. Their dedication is evident through philanthropic work and employee engagement that supports dozens of charities throughout the state of Virginia.

Over the past 12 years, Priority Automotive Charities has helped raise more than $4 million for local children's charities.

Click the video on the right to hear from Dennis and see a highlight of some of Priority's fundraising initiatives:

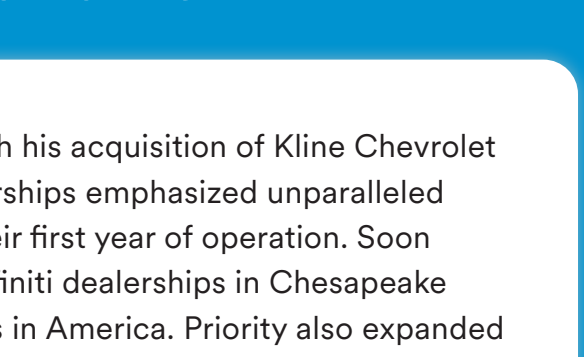


Photo Credit: Chesapeake Regional Healthcare


"The Virginian-Pilot" (local news agency)

Priority Toyota Cancer Center

Donations from Priority Toyota helped build a new state-of-the-art addition to the Chesapeake Regional Healthcare Cancer Center. The new Priority Toyota Cancer Center is now providing high-quality cancer treatment to their community.





Hampton Road Kids

Priority Automotive sponsors the longest-running charity football game in the United States. In 2023, the annual game raised more than $850,000 for 53 local Hampton Roads children's charities.





Home for the Holidays

During the holidays, Priority Automotive pays 50% of all pet adoption fees at animal shelters in Chesapeake, Norfolk, Virginia Beach, and Newport News to help find homes for shelter pets. In 2022, Priority and Toyota committed $40,000 to Home for the Holidays.

LITHIA & driveway
NYSE:LAD

Leading the modernization of personal transportation solutions wherever, whenever, and however consumers desire.

HOME OFFICE

Lithia Motors, Inc.
150 North Bartlett
Medford, Oregon 97501
USA

USEFUL LINKS

Lithia Retail
Lithia4Kids
Lithia Cares
Lithia Careers
Lithia Investor Relations
Lithia Corporate Responsibility

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