LITHIA&driveway

# Let's Leave a Green Legacy

## Sell a Green Car & We'll Plant a Tree to Celebrate!



Happy Earth Day! Once again, GreenCars, Lithia Stores, and the Arbor Day Foundation are joining forces to plant trees this year for every green car sold – both new and pre-owned vehicles!

Though we're announcing this partnership today on Earth Day (it just makes sense!), we're counting all sustainable vehicles sold starting **January 1 to December 31, 2024.**

## We're All In

This contest is open to all Lithia-owned stores in the US, Canada and UK. The store with the highest percentage of EV, Hybrid and PHEV sales growth YoY in 2024 wins a prize. Each store will be judged on their 2023 sustainable sales compared to their 2024 performance.

**Good luck and let's go green!**

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