GREENCARS

Lithia & GreenCars Sustainability Employee Newsletter

NOVEMBER 2024 EDITION

FEATURED ARTICLE

Showcasing LAD's best lease deals

Every month in partnership with the Lithia Direct team, GreenCars scours our stores for the the very best EV lease deals on the market to present website visitors with the best offers available. Our team puts together the best deals available every month, which are given a permanent and prominent spot on the GreenCars home page. The best lease deals are consistently one of our most popular pieces of editorial, with thousands of visitors a month.

Today's Best EV Lease Deals



Electrify Expo in New York City and Austin







Electrify Expo, North America's premier electric vehicle exhibition and test-drive event, visited New York on October 12-13. Visitors were able to interact with GreenCars' interactive digital tools and learn more about the benefits of electrified driving from members of the GreenCars team. Special thanks to DCH Millburn Audi for providing an Audi Q4 e-tron display vehicle and to Planet Honda for the electric Moto Compacto scooter, which was a strong draw for visitors. The innovative two-wheeler was used as a raffle prize and helped generate significant interest in GreenCars and hundreds of newsletter sign-ups.

2024's calendar of Electrify Expo events wrapped up this month, November 9-10 in Austin, TX. Several members of the GreenCars team were on hand in person to staff the booth, share their knowledge with showgoers – and finally meet each other in person and have fun!

GreenCars is planning to return to Electrify Expo in 2025, with even more presence and knowledge. Interested in participating? Reach out to taylorfaust@lithia.com to learn about your options.

Start The Conversation →

September Numbers

Over **933,000 unique visitors** on GreenCars.com in October 2024. Over **17,000 subscribers** to the monthly GreenCars newsletter.

11 solar arrays live in the U.S.

1,382 EV chargers online in the U.S.
25+ EV charger projects active in the UK

31 eGauge energy monitors live in the US, with over **$227,800 saved** on utility bills YTD

6 LAD stores Energy Star Certified; almost half of all dealerships in the country



The EPA's Energy Star program, familiar to many consumers, recognizes facilities that meet high standards for energy efficiency – reducing their environmental impact while simultaneously saving their operators money on electricity costs. Since the launch of the Energy Star certification program for car dealerships, six Lithia stores have been Energy Star Certified, representing almost half of all certified dealerships in the U.S.

Congratulations to Acura of Sherman Oaks, Honolulu Ford, DCH Tustin Acura, and Island Honda, and our most recent recipients, Honolulu Volkswagen and Suburban Ford of Sterling Heights.

Interested in pursuing energy-saving measures at your store? Our facilities and real estate team uses the Energy Star Portfolio Manager digital tool to identify opportunities to improve building efficiency and reduce costs. Reach out to carsonbristol@lithia.com to learn about your options.

Sustainable Store Resource Center →

GreenCars Resources

VIEW ALL

Research EV Incentives

Our GreenCars incentive calculator helps customers discover which rebates, tax credits and other benefits they qualify for.

Learn More →

EV Charging at Home

If you're ready to investigate charging at home, GreenCars has partnered with Qmerit, North America's most experienced electric vehicle charging installer, to provide installation of Level 2 home charging.

Learn More →

Find Charging Stations

Show customers where to find nearby public charging solutions. Search by charging speed or availability to make recharging faster and more convenient.

Learn More →

Buyer's Guide

Use the GreenCars Buyer's Guide to explore EV, hybrid, plug-in hybrid and fuel-efficient options with both customers and associates.

Learn More →

GREENCARS
EVerything in One Place

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