GREENCARS

Lithia & GreenCars Sustainability Employee Newsletter

JANUARY 2025 EDITION



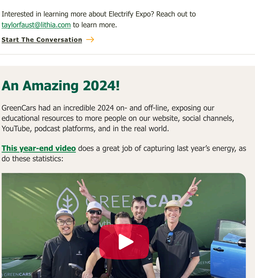
2025 GreenCars Partner Program

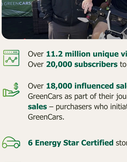
As part of our commitment to elevating the EV and hybrid experience, we are thrilled to offer the GreenCars Partner Program – to help dealerships increase their digital presence, engage with their local communities, and enhance their expertise in electric vehicle technology. The key components of the program:

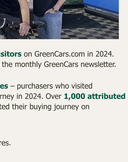
1. **Digital Resources:** Provide organized EV & hybrid digital resources directly on your website. Keeps potential buyers engaged within the Lithia & Driveway ecosystem, ensuring they can easily access the information they need while exploring EV and hybrid options. See an example at **Roseville Toyota**.
2. **Store Event:** With GreenCars' support, host one or more EV/hybrid test drive events throughout the year, offering your community the chance to experience EV technology firsthand.
3. **Community Education:** Host or participate in one or more community events per calendar year to showcase your store's leadership and expertise within the local community. Educate customers about EV and Hybrid technology and build stronger connections. You can partner with a college, car club, or non-profit to expand your outreach and attract a diverse audience.

Start The Conversation

Electrify Expo Returns In 2025







We are excited to confirm that Electrify Expo, the nation's premier electric and electrified vehicle exhibition, will return in 2025, and will visit eight cities around the U.S.

GreenCars' level of involvement has increased significantly. We are the title sponsor of the EV mythbusting zone, which will host live programming throughout each event. A separate GreenCars display will feature the new Volkswagen ID. Buzz, staffed with GreenCars experts ready to answer questions and help generate store traffic and leads.

Participating in Electrify Expo with GreenCars costs your store nothing and helps further demonstrate your commitment to electrification and sustainability.

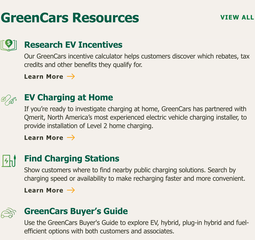
Interested in learning more about Electrify Expo? Reach out to taylorfaust@lithia.com to learn more.

Start The Conversation →

An Amazing 2024!

GreenCars had an incredible 2024 on- and off-line, exposing our educational resources to more people on our website, social channels, YouTube, podcast platforms, and in the real world.

This year-end video does a great job of capturing last year's energy, as do these statistics:



Over **11.2 million unique visitors** on GreenCars.com in 2024.
Over **20,000 subscribers** to the monthly GreenCars newsletter.

Over **18,000 influenced sales** – purchasers who visited GreenCars as part of their journey in 2024. Over **1,000 attributed sales** – purchasers who initiated their buying journey on GreenCars.

6 Energy Star Certified stores.

11 solar arrays live in the U.S.

1,414 EV chargers online in the U.S.
15+ EV charger projects active in the UK.

Over **1.15 million kWh** in energy savings (USA).
Over **$302,000 saved** on utility bills in 2024.

Start Off 2025 With Energy Savings!

In 2024, Lithia's Energy Efficiency team helped a number of our stores save over $300,000 on their electricity bills. By analyzing your energy usage data, the team can build a custom solution for your store that leverages a range of processes and technologies including:

- Low and no cost energy conservation measures
- Smart building controls
- Building system retrofits such as HVAC and lighting
- Solar installations for right-fit locations

While every store is different and results can vary, stores that pursued projects in 2024 with the Energy Efficiency team's support saved an average of $20-32k annually on their utility bills.

Interested in learning more about solar? 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 →

GreenCars 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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