LITHIA & driveway
NYSE:LAD

Quarterly Letter from Bryan DeBoer

WINTER2024

Hello, Lithia & Driveway Leaders & Teams,

Thanks to your resiliency and excellence in driving potential, we finished strong in 2024 and continue to build a profitable platform that enhances and executes customer experiences to meet consumers wherever, whenever, and however they desire.

Ignite Your Potential in 2025

Our 2025 LAD Plan details how loyalty, potential, and growth will increase our customer base throughout every aspect of the ownership lifecycle and help you boost performance in the coming year. Check out how we nimbly responded to market and industry trends in 2024 and how we can keep up the momentum of Growth Powered by People in 2025!

View the 2025 LAD Plan→

LPG's 2024 Top Performers

Every year, the Lithia & Driveway Partners Group (LPG) recognizes store leaders who maximize their potential while embodying our core values. Winning LPG status—be it platinum, gold, or silver—is the highest operational award a LAD store can attain. I'm excited to announce that in 2024, we had 69 General Manager winners and we'll be announcing Department Manager winners soon!

See Who Won→

Looking ahead at 2025, I encourage you to remain open to new insights, ideas, and innovations that can fuel our ability to gain and retain new customers, team members, and leaders. Lithia & Driveway is poised to continue its rise within the transportation industry, and it's with humble confidence that I say the road ahead is full of possibilities.

Ignite Potential,



Bryan DeBoer
President & CEO