

ISSUE Q4 2025

Driveway.com Digest

Welcome to Driveway.com's quarterly internal newsletter, highlighting recent achievements and opportunities as we help grow the Lithia & Driveway automotive business. The weather may be getting colder in many places, but business is heating up as we head into the holidays and close out 2025.

In this issue:

- Business updates
- LAD is now on Amazon Autos
- Find help with Driveway.com's new Active Directory
- At work with the Driveway Customer Satisfaction team
- And more...

Building Our Business

Retail (Shop) Team

Despite fluctuations in incoming leads and orders during Q3, the Retail team continued to push hard and delivered results that exceeded 2024 numbers. A substantial increase in the commitment-to-delivery ratio in September looks promising for future results, since leads and commitments increase.

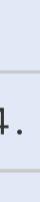
 3,001 Vehicles Sold <small>Up from 2,388 in 2024</small>	0.117 Golden Ratio* <small>Up from 0.083 in 2024</small>	23.7 Commitments Per Retail Agent <small>Up from 16.7 in 2024</small>
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* Unique website visitors vs. Retail (Shop) deals

The Retail team launched Q4 with an all-time record customer review score of 4.77 out of 5 in October. They sold 1,001 vehicles with an average of 20 commitments per agent in October, and nudged up the golden ratio to 0.13.

Purchases (Sell) Team

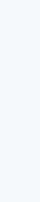
The Purchases team also faced lower incoming lead volumes in the later stages of Q3 but ongoing tuning of Driveway.com's Instant Cash Offer tool, prompt customer follow-up, and excellent customer service continued to drive business. This helped maintain the strong results they've been posting throughout the year so far.

 4,009 Vehicles Acquired <small>Up from 2,117 in 2024</small>	38.9 Commitments Per Purchases Agent <small>Up from 27.5 in 2024</small>	4,329 Vehicles Remarketed <small>Up from 2,160 in 2024</small>
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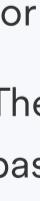
Q4 is off to a positive start in October, with 1,182 vehicles acquired and 37 average commitments per agent. 1,164 of those vehicles were also remarketed to Lithia stores around the U.S.

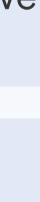
Marketing and In-Store Sales

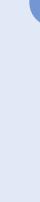
Driveway.com website traffic increased from 3.83 million unique visitors in Q2 to just under 4 million visitors during Q3. In September, Driveway's Marketing team began working with a new partner media agency, Zimmerman, to launch new digital marketing campaigns and modify current campaigns. We're continuing to make adjustments in order to find the right balance of lead quality and volume to fuel Driveway.com's business, while also helping to boost sales at Lithia stores.

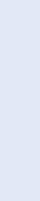
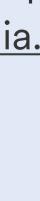
 Q3 Influenced In-Store Sales		 Q3 Acquisitions	
1,647 Influenced Sales* <small>Up from 1,182 in 2024</small>	84% Brand-New Customers <small>Up from 75% in 2024</small>	194 Different Stores <small>Up from 150 in 2024</small>	1,015 Used Vehicles <small>Up from 850 in 2024</small>

* Customers who purchase at a Lithia store after visiting Driveway.com during their buying journey

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