

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, once leads and commitments increase.


 <b>3,001</b> <b>Vehicles Sold</b> <i>Up from 2,398 in 2024</i>	<b>0.117</b> <b>Golden Ratio*</b> <i>Up from 0.093 in 2024</i>	<b>23.7</b> <b>Commitments Per Retail Agent</b> <i>Up from 16.7 in 2024</i>
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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

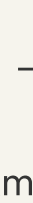
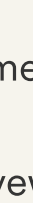
The Purchases team also faced lower incoming lead volumes in the later stages of Q3 but ongoing tuning of Driveway.com's Instant Cash Offer tool, prompt customer follow-up, and excellent customer service continued to drive business. This helped maintain the strong results they've been posting throughout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

 <b>4,009</b> <b>Vehicles Acquired</b> <i>Up from 2,117 in 2024</i>	<b>38.9</b> <b>Commitments Per Purchases Agent</b> <i>Up from 27.5 in 2024</i>	<b>4,329</b> <b>Vehicles Remarketed</b> <i>Up from 2,160 in 2024</i>
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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

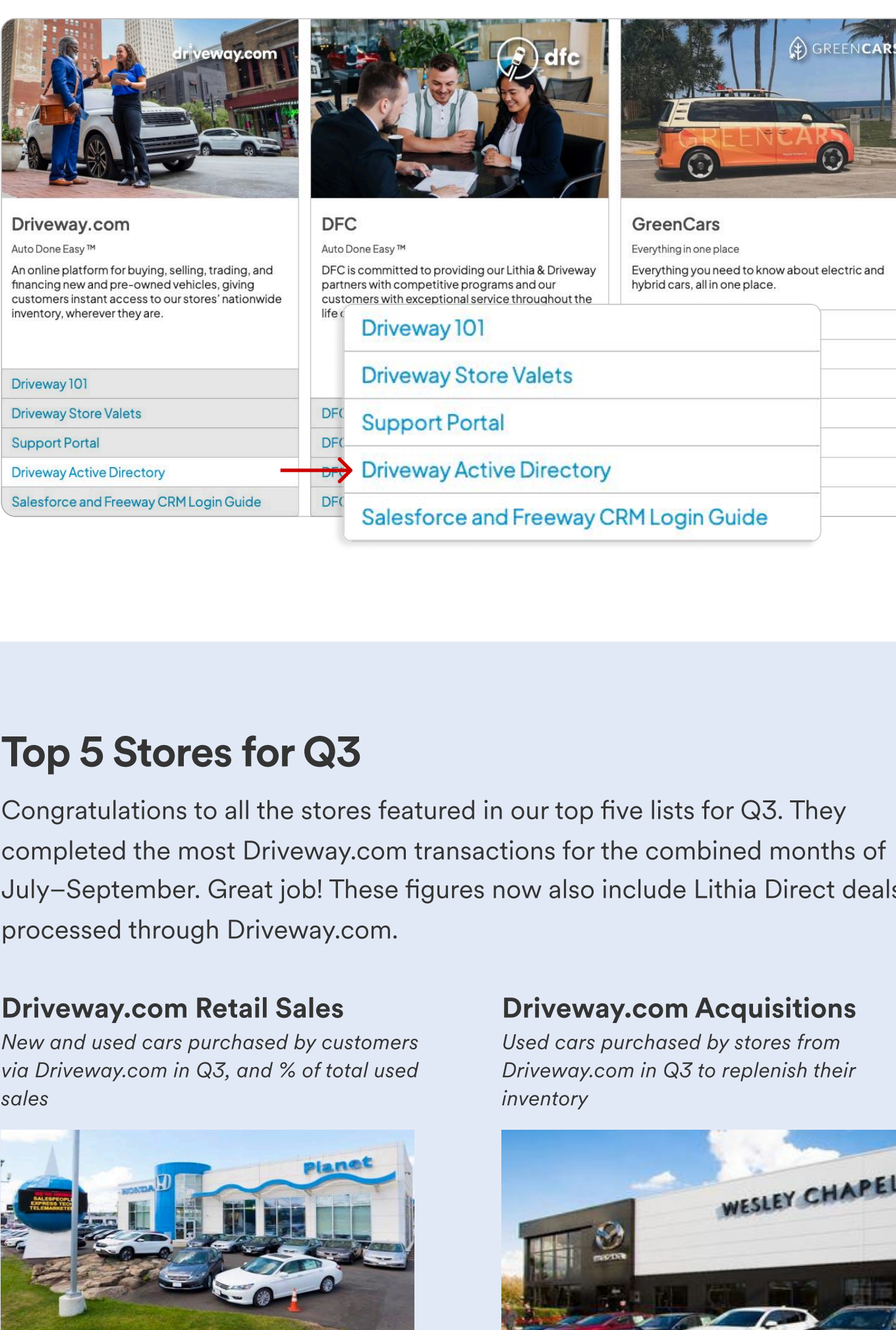
Driveway.com website traffic increased from 3.83 million unique visitors in Q2 to just under 4 million visitors during Q3. In September, Driveway's Marketing team began working with a new partner media agency, Zimmerman, to launch new digital marketing campaigns and modify current campaigns. We're continuing 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.

 <b>Q3 Influenced In-Store Sales</b>				
<b>1,647</b> Influenced Sales*	<b>84%</b> Brand-New Customers	<b>194</b> Different Stores	<b>1,015</b> Used Vehicles	<b>632</b> New Vehicles

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

## Driveway.com Connects LAD Stores to Amazon Autos

On November 28, the LAD ecosystem expanded its reach to millions of prospective new customers through [Amazon Autos](#). Used vehicles from 16 LAD stores in southern California are now available for purchase through the familiar and convenient Amazon shopping platform. The additional California stores will be added by the end of the year, and Texas stores are next in line for rollout.



Shoppers on Amazon Autos can browse, select, and order a LAD vehicle with a \$500 deposit. The order details are routed to the Driveway team, which bridges the gap between Amazon Autos and store fulfillment by committing the vehicle, collecting any remaining payment due, then providing the necessary information and contracts to the selling store. That store prepares the vehicle for in-store pick up by the customer and coordinates the title and registration process.

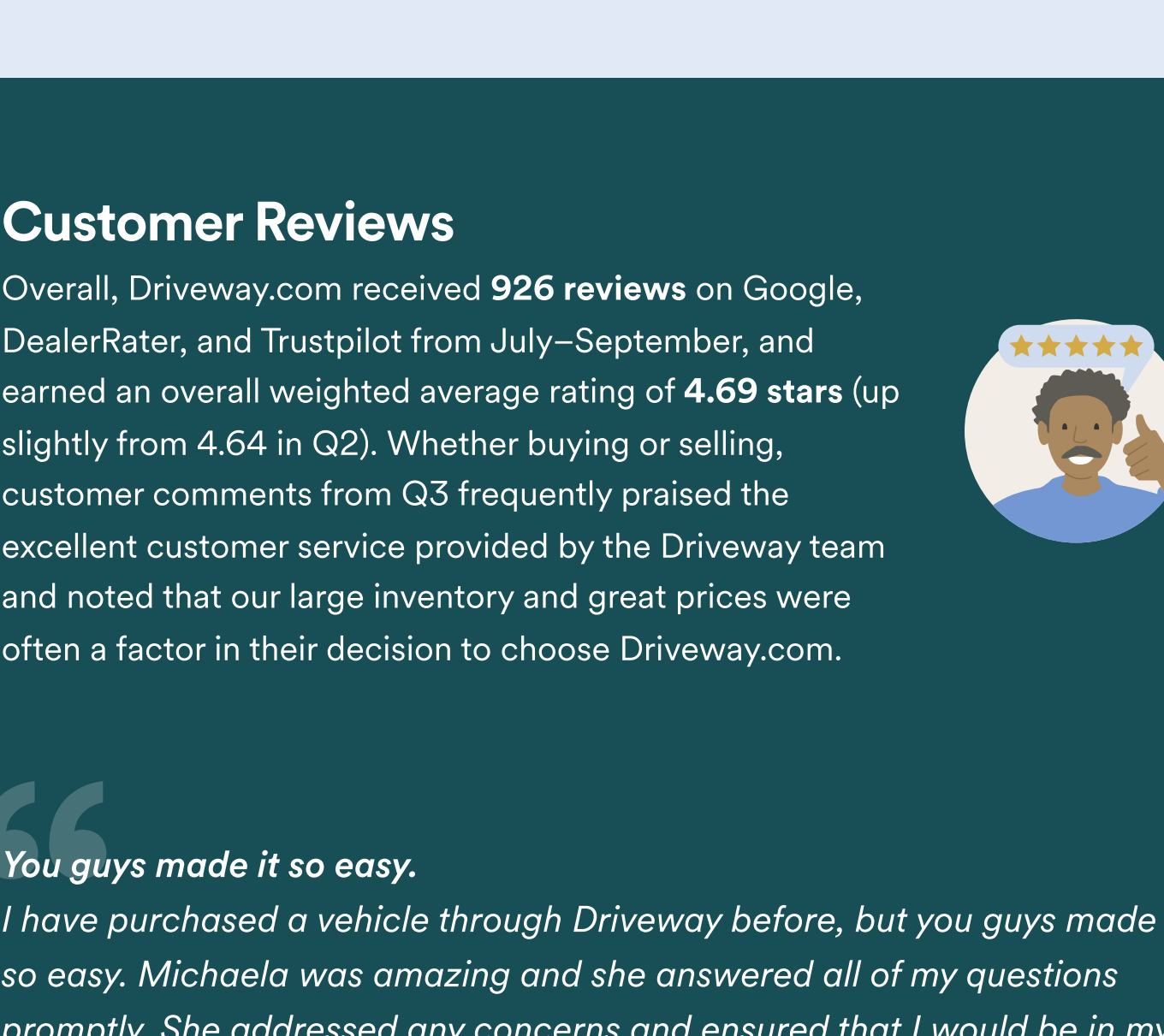
*"The partnership with Amazon is an opportunity for LAD, stores, and Driveway.com to syndicate our used vehicle inventory on Amazon. All Amazon deals require in-store pick up, enabling the stores to build relationships with the buyers when they pick up their vehicles. This ensures that we will retain all the service opportunities"*

—Dianna du Preez, Lithia & Driveway Chief Customer Officer

Amazon Autos will also funnel additional leads to Driveway.com for customers who don't place an order, but provide their contact information while browsing Lithia inventory on the site. Driveway's sales and marketing teams have the opportunity to generate more business by following up with those prospects.

## Who You Gonna Call? Driveway.com's New Directory Can Tell You

When you have a question or problem related to Driveway.com, you may not always know who to reach out to (spoiler alert: it's not Ghostbusters). But now there's a new Active Directory that can help. It's accessible from the Driveway.com tile in Spark, and provides a clear escalation path across departments to quickly connect with the right Driveway team members for answers and support. This directory will be updated regularly to ensure all details stay current. There's also a handy new Salesforce and Freeway CRM Login Guide to support your access and navigation needs. It can be found on the Driveway.com Spark tile too—right below the link for the directory.



**Driveway.com**  
Auto Done Easy™  
An online platform for buying, selling, trading, and financing new and pre-owned vehicles, giving customers instant access to our stores' nationwide inventory wherever they are.

**DFC**  
Auto Done Easy™  
DFC is committed to providing our Lithia & Driveway partners with competitive programs and our customers with exceptional service throughout the life.

**GreenCars**  
Everything in one place  
Everything you need to know about electric and hybrid cars, all in one place.

Driveway 101

Driveway Store Valets

Support Portal

Driveway Active Directory

Salesforce and Freeway CRM Login Guide


## Top 5 Stores for Q3

Congratulations to all the stores featured in our top five lists for Q3. They completed the most Driveway.com transactions for the combined months of July–September. Great job! These figures now also include Lithia Direct deals processed through Driveway.com.

# We Are Driveway.com

GETTING TO KNOW...

## Jared Lovato, Senior Manager – Customer Satisfaction



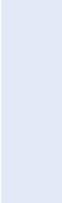
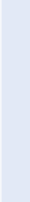
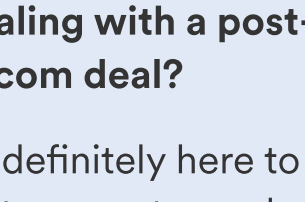
## Q3 Movers and Shakers

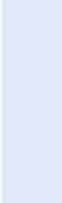


More stores are expanding their Driveway.com business to help boost their bottom lines. Beyond the top five stores listed above, the stores with the largest increases in Driveway.com business in the third quarter of 2025 were:


<b>SALES</b>	<b>John Eagle</b> <b>Honda of Houston</b> increased by <b>29 units</b>	<b>ACQUISITIONS</b>	<b>Priority Nissan</b> <b>Chantilly</b> increased by <b>59 units</b>
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## Customer Reviews


Overall, Driveway.com received **926 reviews** on Google, DealerRater, and Trustpilot from July–September, and earned an overall weighted average rating of **4.69 stars** (up slightly from 4.64 in Q2). Whether buying or selling, customer comments from Q3 frequently praised the excellent customer service provided by the Driveway team and noted that our large inventory and great prices were often a factor in their decision to choose Driveway.com.


**You guys made it so easy.**  
*I have purchased a vehicle through Driveway before, but you guys made it so easy. Michaela was amazing and she answered all of my questions promptly. She addressed any concerns and ensured that I would be in my vehicle as soon as possible. I cannot recommend her enough!*  
 Davirdra B. 

**Non-stressful experience from start to finish.**  
*Selling my car to Driveway was a pleasurable and non-stressful experience from start to finish. Instructions and communications were A+. The offer was a good one. The final pickup agent was on time, professional, and very pleasant. We would definitely recommend and use again.*  
 Katherine T. 

**What issues do you and the team typically deal with?**

 If a customer discovers cosmetic damage or a mechanical issue after they receive their vehicle, we'll investigate whether it was pre-existing or occurred during shipping and then determine if and who should pay to repair it. For problems or delays with vehicle title and registration, we work closely with our DMV team. We also reach out to some customers who submit online reviews with ratings lower than three stars if their issue is something we can help with.

**What is challenging about this job?**

 We never know what we'll be dealing with when the phone rings. We could be faced with a customer who's yelling, crying, or totally calm. They might have an easy question or be demanding thousands of dollars for supposed damage to their vehicle. Whatever the situation, CSAT agents have to be empathetic and respectful, and find the best way to move forward. Some customers make that easier than others!

**What's in your toolkit to resolve more complex problems?**

 Our agents work with their supervisors, me, other departments, and the stores to determine the best course of action for each case. We have to verify and document the issue, and then we may give the customer cash to restore goodwill or a referral to a Lithia store for a repair. We've also provided new tires or other equipment and accessories in some situations. If we can't reach an agreement, the last resort is for Driveway to take the car back, and CSAT helps unwind the deal.

**Can store personnel also use the CSAT team as a resource if they're dealing with a post-delivery customer problem with a Driveway.com deal?**

 Yes! We're definitely here to support the stores too if there's a problem after a customer has taken delivery of a vehicle they purchased through Driveway.com. Dealership staff can reach out to me directly via Teams, email at [jlovato@lithia.com](mailto:jlovato@lithia.com), or phone at (541) 770-2119.