



## Leading the Charge at Electrify Expo 2026

Electrify Expo continues to redefine how people learn about and experience electric transportation. As North America's largest EV and e-mobility festival, it attracts thousands of enthusiasts, families, and thousands of first-time EV shoppers across eight major US cities.

Building on last year's success, we're introducing new tools and support to help stores capture and nurture high-intent Expo leads. In 2026, GreenCars returns as a major sponsor, giving our teams an expanded platform to meet shoppers, convert education into action, and strengthen local brand reach.

### 2026 Electrify Expo Tour Dates:

San Diego: April 18–19

Denver: May 30–31

Los Angeles: June 26–27

Portland: July 25–26

San Francisco: August 22–23

Philadelphia: September 19–20

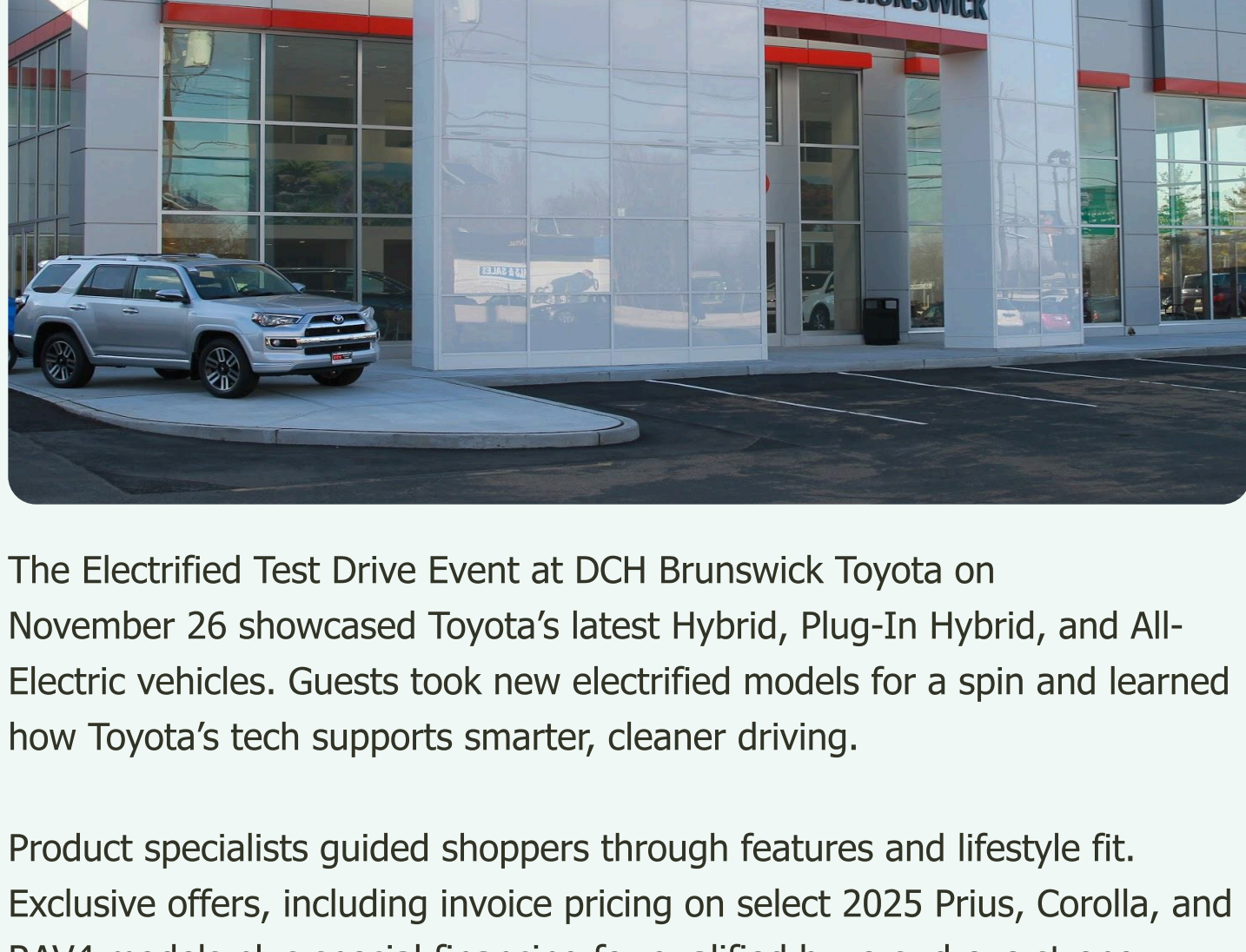
Atlanta: October 10–11

Dallas: November 7–8

For participation details, contact [taylorfaust@lithia.com](mailto:taylorfaust@lithia.com)

### GREENCARS PARTNERS

## DCH Brunswick Electrified Test Drive

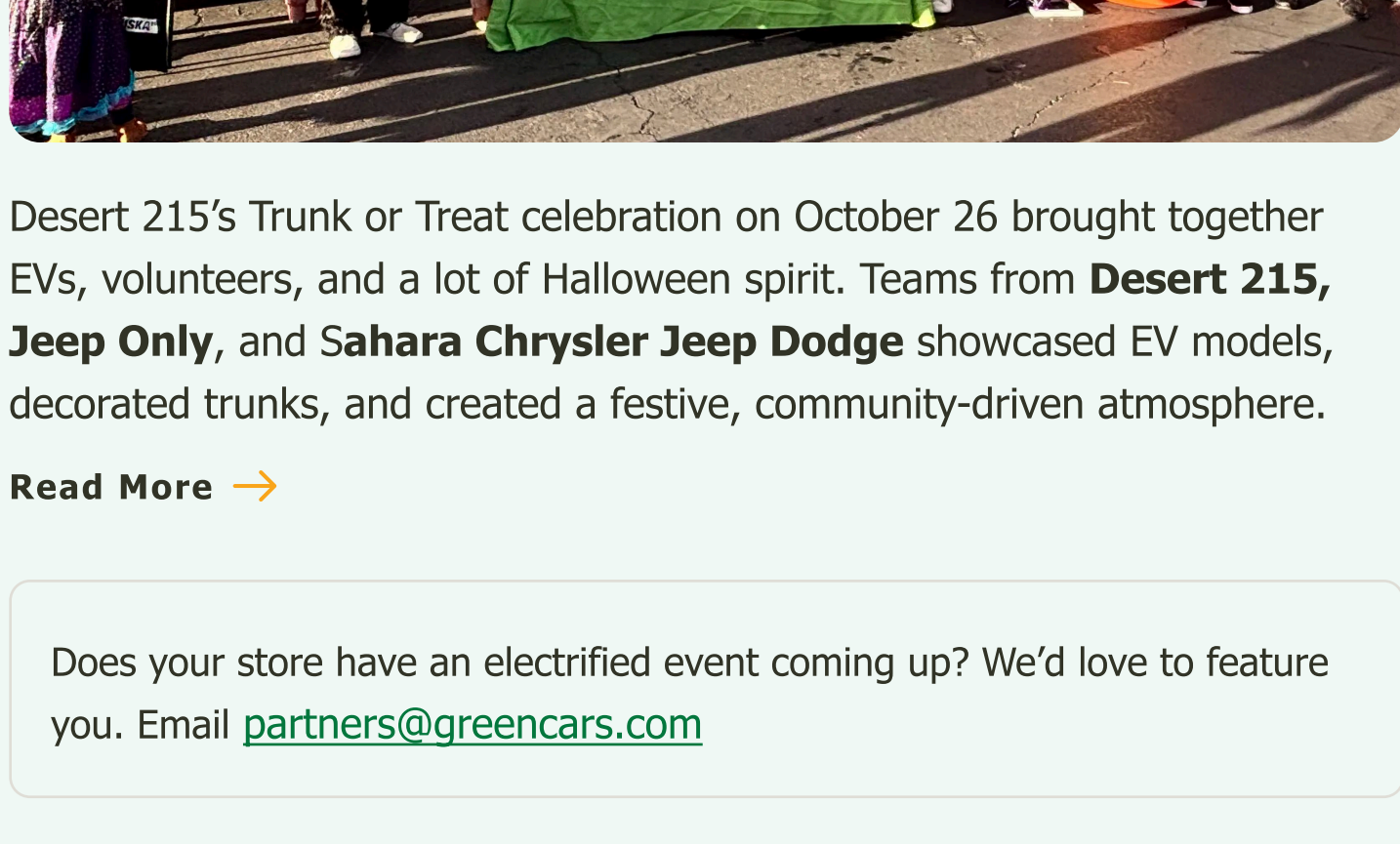


The Electrified Test Drive Event at DCH Brunswick Toyota on November 26 showcased Toyota's latest Hybrid, Plug-In Hybrid, and All-Electric vehicles. Guests took new electrified models for a spin and learned how Toyota's tech supports smarter, cleaner driving.

Product specialists guided shoppers through features and lifestyle fit. Exclusive offers, including invoice pricing on select 2025 Prius, Corolla, and RAV4 models plus special financing for qualified buyers, drove strong engagement.

[Read More](#) →

## Desert 215 trunk or Treat



Desert 215's Trunk or Treat celebration on October 26 brought together EVs, volunteers, and a lot of Halloween spirit. Teams from **Desert 215**, **Jeep Only**, and **Sahara Chrysler Jeep Dodge** showcased EV models, decorated trunks, and created a festive, community-driven atmosphere.

[Read More](#) →

Does your store have an electrified event coming up? We'd love to feature you. Email [partners@greencars.com](mailto:partners@greencars.com)

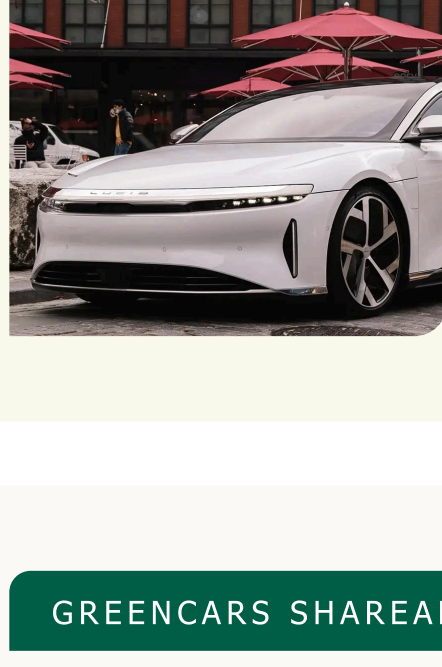
### FEATURED STORIES



### Ford Hybrid Plan Signals Major Shift

Ford is expanding its hybrid lineup as part of a broader strategic pivot, including extended-range hybrid options designed to meet evolving customer demand.

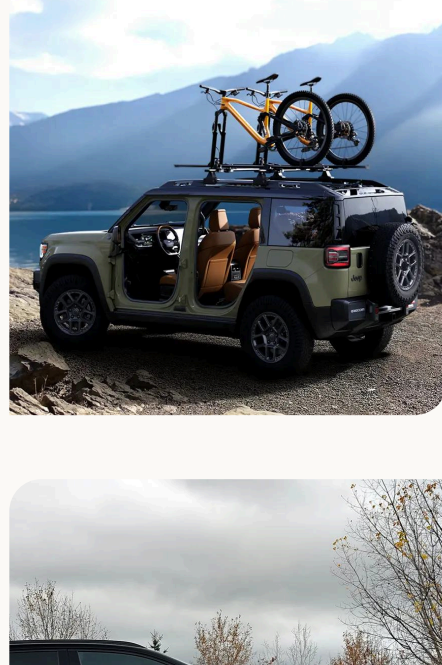
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### A 1,000 Mile EV Battery is Coming

A company called 24M is developing battery technology capable of delivering up to 1,000 miles of range on a single charge.

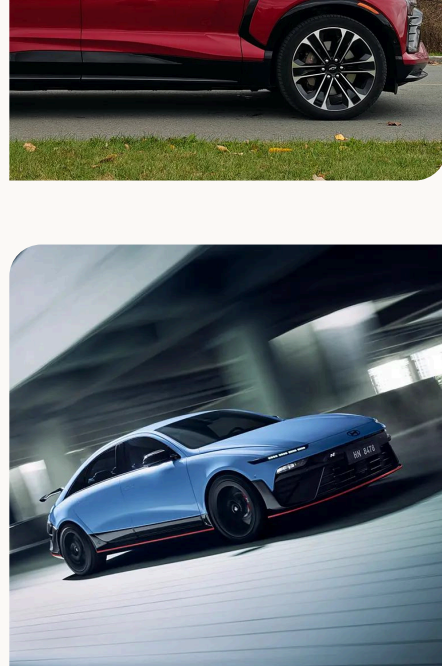
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### Toyota's First EV Pickup is Here

Outside the US, the Toyota Hilux is legendary. Now its ninth generation includes Toyota's first electric pickup.

[Learn More](#) →

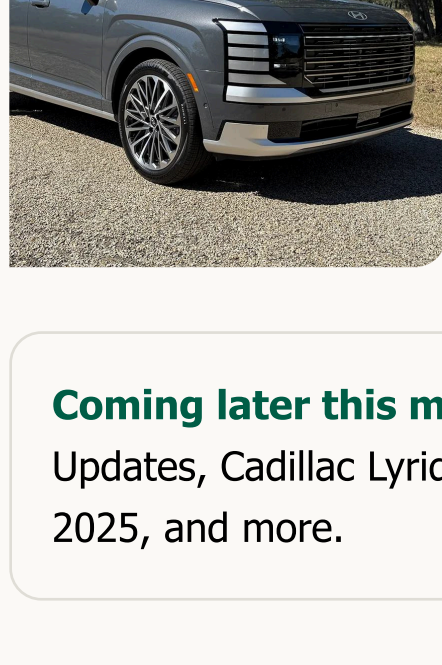


### EVs with the Longest Range Today

Drivers often ask which EVs offer the most range. As of late 2025, here are the top performers on the market.

[Plan your visit](#) →

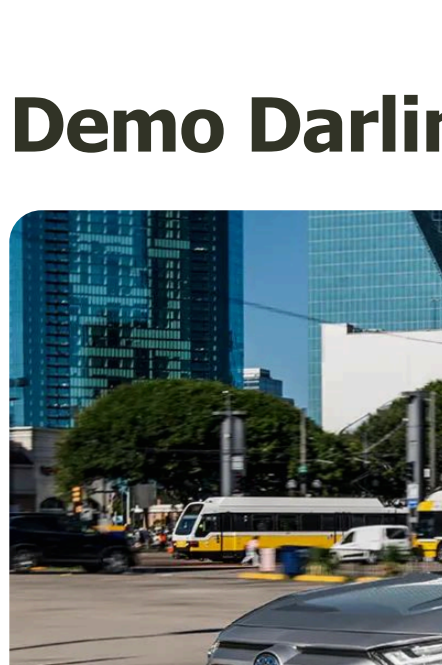
### GREENCARS SHAREABLES



### 2026 Jeep Recon: Electric and Trail Ready

Jeep's first trail-rated EV blends Wrangler DNA with modern tech. Can it compete on and off the trail?

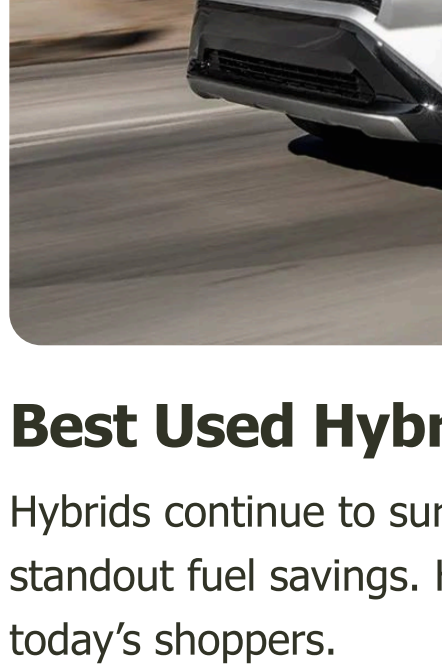
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### 2025 Chevrolet Blazer EV SS Adds Muscle

Chevy's performance-focused Blazer EV SS challenges expectations with its fully electric Super Sport powertrain.

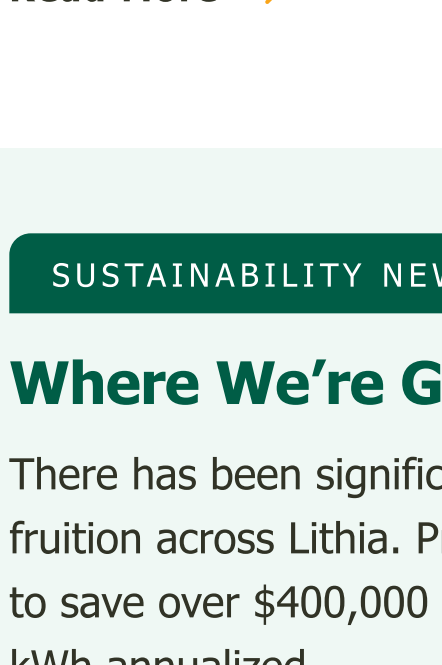
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### First Look: 2026 Hyundai Ioniq 6 N

Hyundai brings its exhilarating N performance upgrades to the Ioniq 6, delivering 641 horsepower and track-ready fun.

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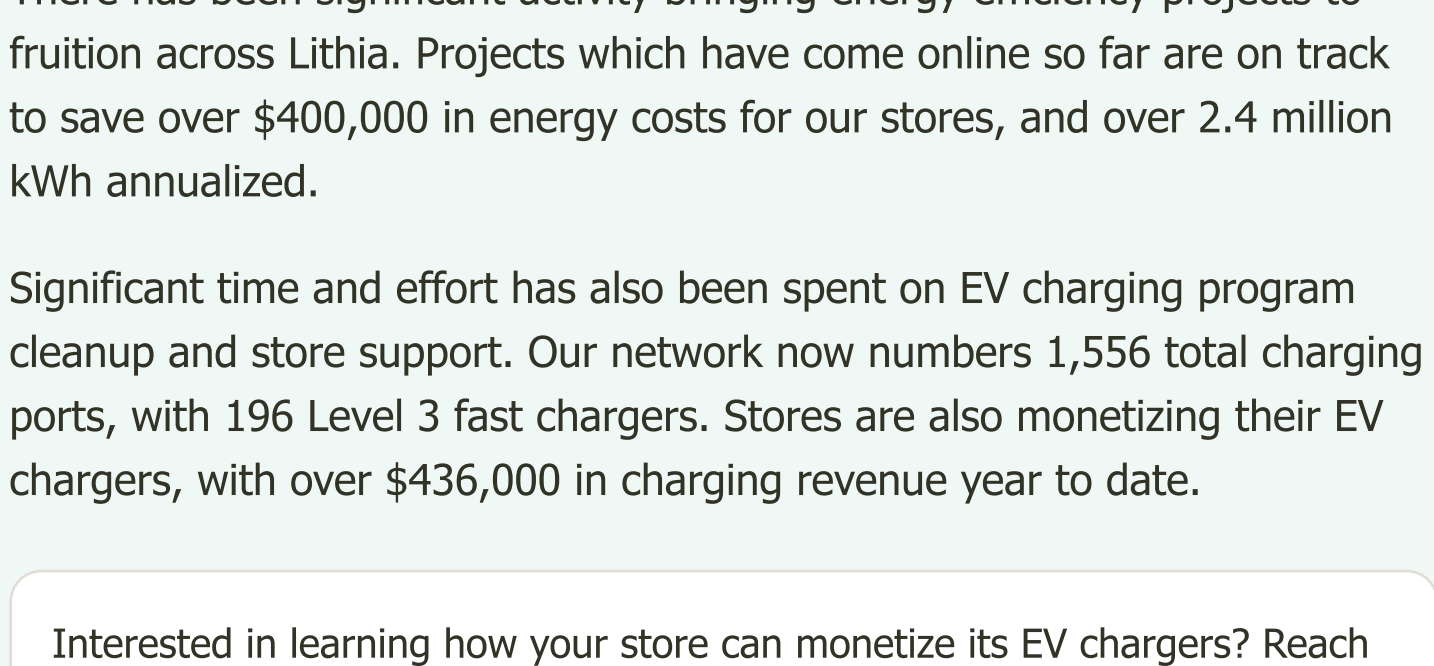
### 2026 Hyundai Palisade Hybrid

With more power, better fuel economy, and all the versatility of the gas model, the hybrid Palisade is a smart choice for families.

[Read More](#) →

**Coming later this month:** 2026 Toyota Corolla Cross Hybrid, NEVI 2026 Updates, Cadillac Lyriq Lease Price Drops, Half of Toyota Sales Electrified in 2025, and more.

## Demo Darlings



## Best Used Hybrid Cars to Sell in 2026

Hybrids continue to surge in demand thanks to strong reliability and standout fuel savings. Here are the used models that resonate most with today's shoppers.

[Read More](#) →

### SUSTAINABILITY NEWS

## Where We're Going

There has been significant activity bringing energy efficiency projects to fruition across Lithia. Projects which have come online so far are on track to save over \$400,000 in energy costs for our stores, and over 2.4 million kWh annualized.

Significant time and effort has also been spent on EV charging program cleanup and store support. Our network now numbers 1,556 total charging ports, with 196 Level 3 fast chargers. Stores are also monetizing their EV chargers, with over \$436,000 in charging revenue year to date.

Interested in learning how your store can monetize its EV chargers? Reach out to [carsonbristol@lithia.com](mailto:carsonbristol@lithia.com) to learn more.

## Essential Tools

[VIEW ALL](#)

Find helpful tools designed to make your EV journey smarter, easier, and more sustainable.



### GreenCars Buyer's Guide

Compare every EV and hybrid by price, range, and features.

[Explore the Guide](#) →



### EV Matchmaker

Find the electric or hybrid vehicle that fits your customer's lifestyle.

[Try the Matchmaker](#) →



### EV Lease Deals

Browse limited-time offers on popular electric and hybrid models.

[See Lease Deals](#) →



### Personalized EV Incentives

Discover savings in your customer's state and zip code.

[Check Your Incentives](#) →