

Lithia & GreenCars Sustainability Employee Newsletter

FEBRUARY 2026 EDITION



From Strategy to Showroom How Lithia & Driveway's Field Marketing Team Drives EV-Era Success

As the auto industry accelerates toward electric and hybrid adoption, GreenCars continues to lead in customer education and sustainability storytelling. Behind the scenes, the Retail Marketing Operations (RMO) team plays a critical role working directly with stores to turn local and national strategy into real dealership results. Across hundreds of locations, RMOs do more than support. They help stores hit performance goals, strengthen digital engagement, and help execute local activations that convert EV interest into meaningful customer engagement and sales.

Resetting the Partner Program for 2026

This January, the GreenCars team along with the RMO team launched a full Partner Program reset, partnering with stores to requalify for sustainability recognition and scorecard credit. Through comprehensive website audits, the RMOs ensure EV and hybrid resources meet compliance standards from navigation structure to GreenCars tool integration. Providing best practices across the entire network for an alternative fuel and customer lifestyle.

New this year, a streamlined Event Submission process makes it easier for stores to earn credit for test drive events, school outreach, and Earth Day activations. These submissions support Partner Program credit while also fueling GreenCars.com event coverage and highlighting local impact.

Turning Insights into Action

The RMOs also help stores unlock the power of GreenCars data connecting influenced sales reports, ZIP code insights, and local market trends to national media strategy. Whether coordinating store participation at Electrify Expo or supporting a new EV launch, RMOs ensure landing pages, social campaigns, and localized messaging to drive real engagement and follow-up.

Supporting Growth in a Changing Market

At its core, an RMO translates strategy into sales enablement. As EV interest grows, the team helps every store become a trusted destination for green vehicle buyers. From compliant web pages and test drive events to in-store signage and SEO troubleshooting, an RMO ensures stores aren't just participating in the future of driving. They're leading it. Check out the events your teams have been part of:

[GreenCars Events](#)

FEATURED STORIES



A New World of Hybrids

A major shift is going on in the world of hybrid vehicles. Stellantis is dropping its plug-in hybrids for 2026 in North America, focusing on simple hybrids and range-extended EVs. Meanwhile, Honda is unveiling next-gen hybrid tech and Toyota is patenting new ideas to make hybrids better. Check out the latest on where hybrids are going.

[Learn More](#) →



Ford New \$30K EV truck on Fast Track

Ford's CEO Jim Farley recently announced that the Motor Company's Universal EV Platform will kick start with its \$30,000 pickup truck and that it is already in prototype mode.

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REVIEWS



2026 Honda CR-V Hybrid vs Toyota RAV4 Hybrid

These are two of America's Bestselling hybrids and they are both excellent. So how do you help buyers choose between them? Let's break down what matters most.

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2026 GMC Hummer EV Pickup

The GMC Hummer EV Pickup makes no effort to blend in. It's remarkably nimble and breathtakingly quick, all in an attention-grabbing package.

[Read More](#) →



Kia Sportage Hybrid SX Prestige

The Sportage Hybrid SX Prestige doesn't try to be the fastest, or fanciest, but it delivers impressive fuel economy, loads of features, and genuine value all wrapped up in an easy-to-drive package.

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New Audi Concept C Sports Car

Just when you think electric car sales are waning, Audi unveils a radical new all-electric two-seater sports car to help drive sales into the future of high style.

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Coming later this month: We compare the Hyundai Tucson Hybrid to the Kia Sportage Hybrid, take a first look at the VolvoEX60, burn rubber in the 2026 Dodge Charger Daytona, and more on www.greencars.com

Essential Tools

[VIEW ALL](#)

Find helpful tools designed to make car buyers' hybrid and EV journeys smarter, easier, and more sustainable.



GreenCars Buyer's Guide

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

[Explore the Guide](#) →



EV Matchmaker

Find the electric or hybrid vehicle that best fits your lifestyle and driving needs.

[Try the Matchmaker](#) →



Personalized EV Incentives

Find rebates and incentives by state and zip code.

[Check Your Incentives](#) →