

Quarterly Letter from Bryan DeBoer

SUMMER 2026

Hello LAD Team,

What an incredible time to be part of Lithia & Driveway! We're charging ahead with industry-leading momentum—ranking #123 on the Fortune 500, standing as the #1 auto retailer in the world, and celebrating 80 years of *Growth Powered by People*. Way to go! Your talent, commitment, and relentless drive to *Improve Constantly* has helped fuel these impressive milestones.

As we enter our next phase of growth, let's continue to create simple, transparent, and convenient experiences by delivering Auto Done Easy, leveraging the LAD ecosystem, and attracting customers with affordability.

Deliver Auto Done Easy

Auto Done Easy is how we *Earn Customers for Life*. It's in every interaction, solution, and effort you make to create seamless customer experiences. As we move into the second half of 2026, let's take Auto Done Easy to the next level by amplifying it where you work. You can do that by embracing change, thinking outside the box, and finding ways to remove friction in everyday experiences. That's the spirit of Auto Done Easy.

You can shift your service mindset with a few questions:

- How can you make Auto Done Easy part of every customer interaction?
- What can you simplify to create a better retail experience?
- How can you help others represent Auto Done Easy in their roles?

Leverage the LAD Ecosystem

We built our ecosystem to help us meet (and delight) customers wherever, whenever, and however they do business with us. With a tenacious team, hundreds of stores, powerful e-commerce platforms, and a wide range of products and services, the LAD ecosystem offers more opportunities to attract customers and keep them coming back. *Take Personal Ownership* and integrate these ecosystem platforms into your customer touchpoints:

- **My Driveway**—Give customers a seamless ownership experience with a portal that keeps them engaged and connected to your store every step of the way. [Explore My Driveway →](#)
- **DFC**—Deliver a smoother financing experience for customers while creating new profit opportunities for your dealership. [Learn about DFC →](#)
- **Driveway.com**—Tap into the growing stream of customers who want to buy or sell their vehicles online. [Visit Driveway.com →](#)

Attract Customers with Affordability

Customers often begin their journey in the LAD ecosystem looking for great value, and that's a tremendous opportunity for us. To continue to grow as a retailer, we need to offer affordability that is backed by simple, transparent, and convenient experiences. You can lead the way!

- Maximize your new vehicle volumes and find and keep every used vehicle possible—more trade-ins and value autos.
- Challenge your store or department to be more streamlined across its operations—do more with less.
- Financing done easy is how three-quarters of our customers find affordable solutions through LAD.

As we look to our next 80 years, let's keep the momentum going! Creating personalized choices for every customer to sell and service more vehicles is the easiest pathway to "Nothin' but Net". Let's join together and make Auto Done Easy part of everything we do.

Let's go far!



Bryan DeBoer

President & Chief Executive Officer