Road Trippin' With Driveway

Welcome to our latest recap of what's happening at the heart of the Driveway experience. In the Q2 issue, we take a slow down memory lane through our customer journeys, we share a few of our favorite customer stories, we shine a light on the people who make it all possible, and we share a few highlights of our expansion efforts.

Highlights in this issue:

- The Driveway brand and why it matters
- The Pillar: our new brand framework
- New tech supports customer follow-up
- Final stop for the Platform Pioneers

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The Driveway Brand—Helping Drive Business Growth

What's in a brand? Quite a lot, it turns out! The goal of Driveway's branding is to help customers understand who we are and what we do in the automotive marketplace. Driveway's brand is much more than an snazzy logo and that pretty blue color. It's our voice, our personality, our promise, and our unique customer experience. Our brand also encompasses elements such as:

- Voice and tone used in written and verbal communications (approachable, straightforward, helpful, positive, lightheaded, and fun)
- Key positioning and messaging such as our tagline and value propositions (Driveway is the way to sell more cars and more fun at work, Driveway is the way to get more for your car, Driveway: 7 days-REV-ship money back guarantee etc.)
- Comprehensive content, visual, and design standards that shape the look and feel of our communications, including our proprietary typeface, handwriting and celebration gif library
- The appearance and vibe of our offices and experience centers

These brand components form the foundation of Driveway's identity and personality, and our employees embody this in the way they interact with customers and each other. Our brand is our promise, our "why," and it provides a cohesive and consistent use of our various brand elements at all levels of the organization.

Building brand awareness, Driveway is establishing familiarity, credibility, and trust in the minds of consumers

By creating these positive associations they'll be more likely to choose and stay loyal to Driveway.

Stephanie Bakker
Brand Experience Manager

This is The Way

No, we're not talking about "The Mandalorian"—Driveway's tri-"like-ness" is the way to go. Our tri-"like-ness" is our new brand framework that ties our customer journeys together to create a cohesive and seamless experience. Our tri-"like-ness" is Driveway's **"the way better way"** to buy, sell, trade, and finance your car.

This pitch campaign appeals to consumers' various motivations to drive business through our customer journeys. Our "Can I do the way my get paid?" tagline ties in our Driveway Finance and Driveway Trade-In journeys to lightheaded brand voice and signature quirky humor to showcase how easy it is to buy a car from Driveway. "Hell's way" using your phone.

Whatever vibe you plan to supporting Driveway deals, you have precisely the right tagline and message. Our "The way to get more for your car" is perfect for accentuated trade-in or buying and selling experiences.

If you'd like to see more of our brand-focused pitch and cover tear-off commercials, check out Driveway's YouTube channel.

Agent, Auto Agent.

Driveway Customer Care launched Auto Agent campaigns at the end of July and released six updates to Salesforce in August and September. Kevin Stegall, the James Bond-like new-hire sales gent, it's not scene kind of super secret agent, but he's a pretty cool cat who's helping our customers with their vehicle purchases, trade-ins, and financing questions. Kevin's first month was a success. The launch has helped increase the overall capacity of the DCC by allowing customers to self-serve and get their questions answered. The result and effective capacity increase by roughly 20 percent.

Hi, I'm Kevin!
Hello! We've been waiting for you.
Select the car you're interested in.
Hi Kevin!
Can I ask you a few questions?
Yes
No
Hi Kevin!
Can I ask you a few questions?
Yes
No
Hi Kevin!
Can I ask you a few questions?
Yes
No