



## **Lithia Motors Training & Professional Development Programs**

### *Professional Development*

Promoting and hiring the best talent available, defining clear expectations, providing excellent training, and rewarding performance helps us build dynamic teams to serve our customers. Lithia Motors cultivates an entrepreneurial, high-performance culture and strives to develop leaders from within. We continue to develop tools, trainings and growth opportunities that accelerate the depth of our talent.

### **AMP (Accelerate My Potential) Program**

Established in 2017, this program positions participants for a future as a General Manager in one of our stores. The program deepens their knowledge in all aspects of our business and develops leadership skills. In part due to the success of this program, in 2019 we realized an 40% year-over-year increase in the number of internal management hires compared to 2018. In total, last year nearly 2/3 of our management hires were grown from within.

### **Vocational Training**

#### **Finance Manager Training Program**

This is a five-day, instructor-led program that provides employees with the knowledge and tools needed in this role. This class is a great benefit to participants who are new to the position and those who need a refresher. Participants learn about communication mastery, credit review, product knowledge, overcoming objections, various closes, and other insights.

#### **Technician Training**

With a workforce of more than 3,000 technicians, Lithia invests substantially in employee training in this department. As a base layer, we assist our techs in acquiring Master Automotive Service Excellence (ASE) training and certification and continue to build on that basic skill set as needed for each automotive brand. Continuous and extensive technician training is required by each Original Equipment Manufacturer (OEM) in order to conduct warranty repairs. This OEM-specific training can easily surpass 40 hours of continued education annually. We are proud to provide continuous training opportunities to ensure our techs are well versed in the latest OEM developments and provide a high level of service to our customers.

#### **Certified Public Accountants (CPA) Program**

Lithia has an established program to mentor CPA candidates through the licensure process and ensure all candidates obtain the necessary experience in order to meet state licensure requirements. In addition to mentorship, these candidates have the added benefit of having all licensure and continuing education costs paid for by Lithia. Throughout each year there's a steady slate of active candidates in the program, taking exams and working towards CPA certification. Lithia currently employs 17 CPAs (as of February 2020), many of whom are alumnus of our CPA program.



150 North Bartlett St.  
Medford, OR 97501  
(541) 770-6401  
lithiamotors.com

### **Lithia Learning Center**

In addition to in-store on-the-job trainings, all employees have access to Lithia's Learning Center, which includes the following resources:

- Job-specific trainings
- New and up-and-coming manager resources
- Professional development tools
- HR resources to hire and grow talent
- New employee resources
- Goal setting materials
- Practical business skills articles, audiobooks, and videos
- Career advancement tools

Feedback surveys are also available to managers and others as valuable tools for professional and career development. These include 360 Feedback Survey and Leadership Surveys. The 360 Feedback Survey offers a 360-degree view of feedback from hand-selected colleagues from all levels. The Store Leadership Survey is available to new General Managers and others, upon request, to gain a better understanding of how their team views their leadership, store culture, and performance. Having feedback from multiple sources provides a more complete picture and helps managers understand strengths and blind spots in their leadership, so they can set development goals and objectives for improvement.

Coaching is available to all Feedback Survey participants to debrief results and create action plans. Additionally, ongoing coaching is available to maximize personal and professional growth and performance potential by helping employees increase competencies, create a clear vision, and gain momentum toward results.

### **Automotive Minority Dealer Academy (AMDA)**

AMDA works closely with the National Association of Minority Automobile Dealers (NAMAD) to help nurture minority leaders and enable sustainable minority ownership of automobile dealerships.

AMDA, funded by Lithia, provides qualified minority leaders with the financial, educational, and corporate support needed to succeed in the automotive industry. Partner candidates receive personalized development plans, in-store training, external development, executive mentoring with a local coach, and ongoing assessment and feedback.

### *Tuition Reimbursement Program*

Another way Lithia promotes employee professional development is through our Tuition Reimbursement Program. The purpose of this program is to provide team members with an opportunity for continued education pertaining to a current or aspiring position within Lithia Motors. It is a focus of our human resources team to enhance the existing human capital in the Company and retain highly effective employees through such career development opportunities. This valuable benefit is available to all employees through an individual application and can cover up to 75% of the employee's undergraduate or graduate tuition costs from an accredited school, college or university.

To provide flexible options for our employees wishing to advance their career, some additional Lithia-sponsored programs include:

- CPA certification, including costs of study materials and exam fees.
- DeVry University discounts, available to employees and their dependents via online or on-campus class options.



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- Student loan refinance assistance through our Citizens Bank partnership.
- Southern Oregon University online MBA program scholarship.

Lithia's workforce is also encouraged to attend outside conferences put on by various professional associations throughout the year, with expenses covered by the Company. We strive to fill job openings through promotions of current employees, awarded based on individual merit and qualifications. Below is a chart that displays some of our specific training and learning opportunities categorized by job role. This is not an extensive list of our learning and growth opportunities but an overview of general training provided.