

DriveTime to Begin First New Ad Campaign in Three Years

PHOENIX (Aug. 23, 2005) -- Beginning Aug. 29, DriveTime, which sells and finances more than 50,000 vehicles per year in 81 dealerships across eight states, will launch its first new advertising campaign in three years.

The print, radio and television campaign will be seen and heard in the 13 cities that have a DriveTime dealership, including some of the biggest markets in the country. The spots will position DriveTime as the "Go-to-Guys for Cars and Credit" and the "leader in helping people with credit problems get going by turning 'No' into 'Go.'"

According to DriveTime, the new campaign will focus on DriveTime's commitment to customer satisfaction, its 53-point inspection, its free car history report and its ability to be able to give people with credit problems a second chance at a late-model, quality used car.

Four television ads will appear in English, with three in Spanish. The campaign will also incorporate billboards, print and radio ads, telephone kiosks and car wraps.

"We began rolling out this campaign internally since Aug. 15, and our employees have really been responsive," said Ray Fidel, DriveTime chief executive officer and president. "They agree that a 'Go to Guy' has a number of characteristics such as someone who is trustworthy, humble but confident, seeks responsibility and wants to be held accountable."

Fidel added, "This campaign is truly about our employees, our 'Go to Guys,' who make the difference in what we do in our relationships and our connection with our customers."