

Nomination: 9144

DriveTime

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

DriveTime

[REDACTED]

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Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

DriveTime

Category

A01 - A31 Employer of the Year > A03 - Employer of the Year - Automotive & Transport Equipment

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

DriveTime is a leading used car retailer that has been transforming the car-buying experience since its founding in 2002. Headquartered in Phoenix, Arizona, DriveTime operates over 140 dealerships across the United States and offers customers an easy, transparent, and customer-focused way to purchase pre-owned vehicles. With a strong focus on technology and a customer-first approach, DriveTime has earned a reputation for delivering exceptional service to individuals who may have limited access to traditional car financing.

In addition to its customer-centric model, DriveTime is known for its commitment to fostering a positive work environment. The company strives to be an employer of choice by investing in its people and providing a collaborative culture that encourages both personal and professional growth. DriveTime's employee-centric philosophy has played a pivotal role in its sustained growth and success, positioning the company as one of the top players in the retail automotive industry.

With a focus on innovation, community engagement, and employee development, DriveTime has continuously demonstrated leadership in the industry, achieving both growth and high employee satisfaction year after year.

b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since early 2023, DriveTime has expanded its employee relations strategy to emphasize leadership development, well-being, and cultural belonging - executed through consistent, data-driven programming.

A key milestone was the rollout of the LEAP leadership program, which enrolled 787 leaders and delivered 250+ sessions by the end of 2024. This structured, 90-day experience develops skills in coaching, onboarding, and communication. In 2024, DriveTime also launched New Leader Assimilations for Assistant Directors and above using CliftonStrengths and Professional DynaMetric Program (PDP) assessments, deepening team connection and onboarding success. All of this work culminated in 178 employees across all brands being promoted in Q1 of 2025 alone.

DriveTime's DEI engagement efforts included 42 unique events, such as volunteer projects, panel conversations, and learning series. These drove 603 live event attendees, 815 learning hours, and 700 volunteer hours tied to heritage celebrations, showing a culture of education and inclusion.

The Wellbeing365 initiative, powered by Personify Health, delivers gamified wellness tools, annual reward incentives, and multi-channel outreach. Participation in biometric screenings rose to 1,169 completions in 2024, up from 1,098 in 2023. The company hosted a full calendar of onsite wellness offerings: yoga, meditation, vision care, dental clinics, and ergonomic clinics through partners like Hinge Health, LifeGuides, and Fidelity - some with 90%+ attendance. The 2024 Wellbeing Market Fest drew 25% of the employee population at their Mesa operations center alone.

Together, these efforts have led to noticeable improvements in employee morale, engagement, and retention - reinforcing DriveTime's commitment to building a supportive and people-first workplace at scale.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

DriveTime's recent achievements are remarkable in both scope and outcome, particularly within the automotive retail industry, where employee turnover, wellness gaps, and underinvestment in internal development are common. A key result of these efforts has been a reduction in employee contributions, more meaningful benefits plan designs, and a newly integrated health plan.

The company's DEI programming, featuring 42 annual events and 700+ hours of volunteer service, surpasses industry norms, which often lack sustained, interactive diversity education. DriveTime's commitment and the increasing diversity among new hires signal that this cultural investment is driving real structural impact.

These efforts have led to measurable gains in employee satisfaction and engagement, reinforcing a scalable, replicable model for people-first success—one that not only exceeds DriveTime's historical benchmarks but sets a new bar for the automotive industry.

DriveTime's progress has also been validated externally. In 2024, the company was Great Place to Work certified, named an InHerSight Best Company, and recognized by Comparably for Best Company for Diversity and Best Company for Women. It also ranked among InHerSight's Best Companies to Work For in Q1. These honors underscore DriveTime's evolution into a culture leader—within the automotive sector and beyond.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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