

# 2026 NADASHOW

LAS VEGAS • TUESDAY-FRIDAY • FEB 3-6



**SUSTAINABLE  
AUTOMOTIVE**

**DRIVE CARBON NEUTRAL** **ADD-ON**

**Profitably help customers offset  
their vehicle's emissions.**

## RESULTS SO FAR

**5,800,000+  
Trees Planted**

**77k+ Customers**

**55%+ Penetration Rate**

**Millions in profits  
for our dealer partners**

**ADD US TO  
YOUR PLANNER**



**Booth 2500W**  
(near NADA Pavilion)

**NADA  
EXPO**



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**DRIVE CARBON NEUTRAL** ADD-ON

## WHAT IS IT?

Customers simply choose to Drive Carbon Neutral, we plant trees on their behalf, and make our dealer partners the star.



2019 2020 2021 2022 2023 2024 2025

We plant across the  
US in large scale sites.



We provide tree kits to  
give away to customers.



We plant your own dedicated local forest after 200k trees.



We give trees to kids at schools local to you every April.



Booth 2500W



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**DRIVE CARBON NEUTRAL** ADD-ON

## WHAT IS IT?

Drive Carbon Neutral is a small feel-good option for customers. If they purchase it, we plant 75 trees on their behalf which offsets an average vehicle's emissions. No upfront cost. Pay only when sold.

We understand the world you live in. Automotive has seen its difficulties with tariffs, cost sensitive customers, squeezed profit margins, D2C, the list goes on. Even so, we are consistently seeing a 55%+ penetration rate. It's such a small commitment for customers because they feel good doing their part, and it only adds a few dollars a month to their loan.

We designed Drive Carbon Neutral to align with dealers' goals. There is profit for the dealership every single time a customer chooses to Drive Carbon Neutral. It's incredibly easy to set up- many have met with us for the first time and started the very next day unlocking tens of thousands of dollars in additional profit each month effortlessly, as Drive Carbon Neutral runs itself after set up.

This helps partners bring that "more than a dealership feel" in the easiest way while you focus on what you need to. We provide complimentary marketing and handle community engagement events for you too.

We've been doing this for over 5 years, have nearly 80,000 customers, planted almost 6,000,000 trees, and helped our partners make millions in profit, all while helping the planet. Everyone wins.



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# TRANSPARENT REPORTING

## Notable Projects Supported

### Hiawatha National Forest, Michigan (2023, 2024)

In 2023 and 2024, the Hiawatha National Forest in Michigan's Upper Peninsula advanced reforestation efforts aimed at restoring native species, improving forest health, and supporting long-term ecological resilience. Located within the Great Lakes watershed, Hiawatha plays a vital role in regional biodiversity and water quality. Restoration activities focused on areas impacted by past logging, pests, and disease.

Historically, widespread logging removed large stands of eastern white pine and eastern hemlock, reducing species diversity and weakening the natural resilience of forest ecosystems. To address this, planting efforts in 2023 and 2024 prioritized the reintroduction of these conifers within hardwood canopy gaps—mimicking natural regeneration processes and rebuilding structural complexity. Additional plantings of jack pine and red pine supported habitat recovery and were selected for their adaptability to local site conditions.

Field operations were carried out in partnership with the National Forest Foundation. These reforestation efforts contribute to improved wildlife habitat, increased carbon sequestration, and greater climate resilience across the forest landscape. Together, these investments are helping to ensure the long-term health and sustainability of one of the Upper Midwest's most ecologically important forests.



Manistique Ranger District Planting



&

The Global Improvement Group

We provide planting reports giving you and your customers transparency and proof of planting.

Sharing it is effortless for you because we add it into your own custom impact dashboard hosted on your site.

3



See how many trees we've planted!

Generation K1a

75 TREES PLANTED ON YOUR BEHALF

Thank you for choosing us! You can tear up this paper tree, plant it, and it will grow flowers!

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## EASY PROCESS.

1

North Jersey Associates LLC dba  
**Hurley Kia**  
66 Washington Avenue, Nutley, NJ 07110  
NJ07110

Name: 2025 KIA ELX LX FWD  
Stash: K23131  
VIN: 3PFT7F0G52E76279  
Color: Arctic Black Pearl / Gray  
Engine: 4 Cylinder Engine  
Transmission: CVT  
MPG: 30 city / 40 hwy  
Style: 4-door Mid-Size Passenger Car

NET SELLING PRICE \$23,340.00  
COMMON EMISSION OFFSET \$ 200.00  
TOTAL VALUE ADDED \$23,540.00  
ADJUSTED SALES PRICE \$23,340.00  
Doc Fee \$ 400.00  
Registration Fee \$ 150.00  
TOTAL FEES \$ 550.00  
All Taxes Fee \$ 1,579.30  
ALL TAXES \$ 1,579.30

2

### Emission Reduction Credit Enrollment Vehicle Identification

Year	Make	Model	VIN

### Customer Acknowledgment

This form certifies your enrollment in the Drive Carbon Neutral Program, a key initiative designed to mitigate the environmental impact of your vehicle's carbon emissions. The carbon offset generated through your contribution helps maintain compliance with emerging environmental laws fighting against climate change. On average, during the period of ownership of a vehicle, eight one thousand one hundred and forty four pounds of emissions are released into the atmosphere. Through the medium of a carbon offset, these emissions are reduced by roughly two thousand six hundred and eighty seven pounds annually, effectively offsetting the emissions created by your vehicle ownership. The carbon offset, due with the associated emissions reduction, is an integral part of your vehicle purchase, and it will be incorporated into the total purchase price. By signing here, you formally agree to the credit change of a non-refundable fee of two hundred dollars (\$200.00), which will be used to offset the emissions associated with your vehicle's operation throughout its expected lifespan. This will be achieved through the planting of every five trees, ensuring a tangible, long-term benefit to the environment. This cannot be reflected as the carbon offset services are provided at the point of sale and the service itself cannot be resold. Your participation in this program directly supports efforts to address and future environmental standards and legislative governing governing emissions and sustainability. By choosing to enroll in the Drive Carbon Neutral Program, via The Global Improvement Group, you align with global and national sustainability goals, sharing our collective responsibility to reduce the ecological footprint of vehicle ownership.

Printed Name	Date

Signature \_\_\_\_\_

1 The Environmental Protection Agency states an average passenger vehicle emits 10,383 lbs of emissions each year.  
2 The National Fuel Foundation found an average tree sequesters 1,000 lbs of emissions over its lifetime.  
3 The EPA lists that an average driver emits their vehicle 8.6 tons.

Customer leaves with a take-away and a good feeling.

Offer "Vehicle Emission Offset" on the pencil.

Customer signs off on a transparent disclosure.



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## ADDITIONAL, EFFORTLESS COMMUNITY ENGAGEMENT



Bring your dealership's name into the homes of families in your community, in a fun way!



Get featured on your local news!



### Yearly Earth Month Event with Local Schools!

It's important to engage with your community, but we understand you have sales goals to hit. We help our partners stay focused on their goals while still engaging with their community with our annual Earth Month Event (April).

We coordinate with local groups, usually schools, and hand out trees for kids to bring home and plant with their parents. We provide a short presentation to give to the kids, hire professional photographers who capture and create ready to share content, and brand everything to our partner - with a QR code on each bag leading to our partner's website and their custom impact dashboard we create.

In addition, partners who surpass the 200,000 trees planted milestone earn their own dedicated local forest to be planted in their dealership's name.



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# CUSTOM IMPACT DASHBOARD FOR ALL PARTNERS.

## WHAT IS THE DRIVE CARBON NEUTRAL PROGRAM?

We plant 75 trees for each enrollment to help our planet and offset our customers' driving emissions.

### WHERE DO WE PLANT?

#### With schools near our dealerships.

We provide saplings for the students and educate them on the importance of taking care of our natural resources.

#### In local national forests.

Trees planted through the program support national forests that have been affected by extreme weather, insect infestation, and disease.

We provide native tree kits (when available) to customers that enroll in the program to take home and plant.

#### Dedicated forest coming soon.

We will be reforesting a plot of land near our dealership and inviting the community to join us.



2019 2020 2021 2022 2023 2024 2025  
\*Planting sites shown represent those sites supported by The Global Improvement Group since 2019. Lupient Automotive Group supports all active sites as of 2023.



(Dashboards include a lot more than what's shown here.)



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## ABOUT US

We aren't your typical vendor that sends trained helpers to NADA to tell you why their product is better than the several other products that are just like theirs. I am the creator and owner of Drive Carbon Neutral and we are the only one like us. I will be at NADA in person, just like always, with my COO. I started this out of my parent's cabin in the middle of the woods over 5 years ago. This is not a non-profit. It's a real business that intentionally aligns with your goals. Each year we improve. Each year we learn more about how you think, what you care about, and what your problems are. We intentionally shape the program to better serve you every day. When people hear us out they always say the same things, "why wouldn't I?" "this is obvious" "it's a no-brainer" etc. When they give this program an actual shot, they always say some variation of how great it is and how great we are at helping them. I never thought I'd be so involved and learn so much about automotive, but I've come to understand that leaders and owners in automotive are just like me. You're tired of things being promised and not working out. You're busier than heck chasing goals. You're too busy to add anything extra to your plate. You have a bunch of factors battling against you in the world right now. I know this and crafted everything with it in mind to create something that truly works. It is actually easy. It will actually make you more money. It will actually help you look good to your customers and community. It will actually help out the planet in a tremendous way. And we will service you like you deserve. Like we depend on you, because we know we do. We're not going anywhere, but now is the time to put this in place. The demand is right while other products are being refused by customers and you're getting squeezed on margins. The product is right and is as frictionless as you could ever hope for. Take a chance on us and we will prove ourselves to you just like we do to all our other partners. You'll be happy you did.



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DRIVE CARBON NEUTRAL **ADD-ON**

## Why it's worth partnering now.

Set it up in 1 day and benefit long term.

### Ramsey Subaru

Average  
Penetration

64%+

Average  
Monthly Profit

\$16,000+

Trees Planted

52,000+

### Marietta Toyota

Average  
Penetration

55%+

Average  
Monthly Profit

\$19,000+

Trees Planted

149,000+

### Auto- Savvy

Average  
Penetration

36%+

Average  
Monthly Profit

\$44,800+

Trees Planted

1,237,000+

### Lupient Group

Average  
Penetration

43%+

Average  
Monthly Profit

\$18,100+

Trees Planted

371,000+

### Colonial Group

Average  
Penetration

51%+

Average  
Monthly Profit

\$32,000+

Trees Planted

194,000+

### Oregon Subaru

Average  
Penetration

61%+

Average  
Monthly Profit

\$13,300+

Trees Planted

168,000+

"You guys have been great! I will definitely recommend you guys to some other dealers.

Just not any of our competitors close to us. I hope you can appreciate that.

We very much value your partnership and plan on keeping this going for a long time."

"Wow, this is actually easy!"

"Can we get our new Ford store set up with this, too? "

"Being able to provide Carbon Emission Offsets is a no brainer. Our customers can now buy more sustainably from us while maintaining the ability to purchase whichever type of vehicle they want. And it helps the planet!"



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