

• ELITE OF LEXUS • ALPHA DRIVE AI PARTNER

Two decades among the Elite of Lexus.

Lexus of Sacramento, Sacramento, California

Lexus holds its dealers to one of the highest standards in the industry. Lexus of Sacramento has met it for nearly 20 years.

~20

Years as an Elite of Lexus dealer

4.7★

DealerRater, 3,000+ reviews

6

Consumer dealer awards

38

Years of industry experience leading fixed ops

THE STORY

The **Elite of Lexus** award goes only to dealers who excel at sales, service and overall ownership support — measured on sales and service retention, repair-order volume, diagnostic expertise, guest satisfaction and facility standards. Lexus of Sacramento has earned that status for **nearly two decades**.

The team follows the **Lexus Covenant**: to provide the most satisfying ownership experience ever. Its fixed operations are led by **Russ McDuffie**, with more than 38 years in the industry and 25 as a fixed ops director.

THE TIMELINE

- **Elite**
Recognized for sales, service and ownership
- **League of Elite**
Among Lexus' top dealerships nationwide
- **3,000+**
Guest reviews, rated 4.7 stars
- **2019–2026**
Six consumer dealer awards
- **Today**
Sacramento & Elk Grove's Lexus home

THE LEXUS COVENANT, IN PRACTICE

01

Sales excellence

02

Service retention

03

Guest satisfaction

04

Facility standards

Every criterion Lexus uses to name its Elite dealers — met year after year.

The most satisfying ownership experience ever.

THE LEXUS COVENANT

- An Elite of Lexus dealer for nearly two decades
- Serving Sacramento, Elk Grove, Roseville and Central California
- Rated 4.7 stars across 3,000+ guest reviews
- Fixed ops led by a 38-year industry veteran

Elite by every measure. Year after year.

A standard set by Lexus — and kept by the Lexus of Sacramento team for nearly 20 years.

CONTINUED →
EXCELLENCE, MATCHED

● EXCELLENCE CHOOSES EXCELLENCE

Revenue, gross and CSI. All up.

Lexus of Sacramento × Alpha Drive AI

Lexus of Sacramento had already tried another AI platform. It was "a great buffer." Alpha Drive AI's "Ashley" became a real member of the team.

↑ **Revenue**

After go-live

↑ **Gross**

After go-live

↑ **CSI**

After go-live

Majority

Of service appointments
booked by Ashley

BEFORE & AFTER

THE CHALLENGE

- A prior AI vendor that was functional but limited
- Described internally as "a great buffer," not a solution
- Some longtime guests hesitant to talk to an AI voice



WITH ALPHA DRIVE AI

- "Ashley" holds true, human-like conversations
- Onboarding support to introduce the AI to guests
- High-touch support keeps open issues near zero

THE RESULTS

- Measurable increases in revenue, gross and CSI after go-live
- Ashley books **the majority of service appointments**, including after hours
- Leadership fields **almost no ongoing operational concerns**

"We have seen increases in revenue, gross and CSI... I have been in the industry for over 38 years and fixed operations director for over 25, never experienced the level of engagement and support with any company or platform that we receive."

RUSS MCDUFFIE, FIXED OPS DIRECTOR, LEXUS OF SACRAMENTO

EXCELLENCE, MATCHED

LEXUS OF SACRAMENTO

Elite of Lexus

Nearly two decades

The Lexus Covenant

The most satisfying experience ever

A 38-year industry veteran

Leading fixed operations

ALPHA DRIVE AI

Dealers' Choice Award winner

Best Virtual BDC, voted by dealers

Engagement and support

"Never experienced" anything like it

Running dealership BDCs since 1993

Built by BDC people, not Silicon Valley

Excellence recognizes excellence.

After 38 years in the industry, a fixed ops director had "never experienced the level of engagement and support" Alpha Drive AI provides.

[ALPHADRIVEAI.COM](https://alphadriveai.com)

BOOK A DEMO