



Second Wave of Domino's DXP® Delivery Vehicles to Hit the Road This Summer

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Franchisees asked, and Domino's is delivering

ANN ARBOR, Mich., May 16, 2016 /PRNewswire/ -- The launch of Domino's DXP delivery vehicles last year has franchisees asking for more, and more they will get. This summer, **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, will roll out an additional 58 DXPs across 23 markets in the U.S., bringing the total number of DXPs to 155.



"The DXP demonstrates Domino's passion for pizza delivery," said Russell Weiner, president of Domino's USA. "The excitement around it has been incredible, which is why we have such a great demand for even more."

The DXP has a number of special features, including an innovative built-in warming oven, a reconfigured interior that holds up to 80 pizzas, and special compartments to hold side items and sodas. This first-of-its-kind pizza delivery vehicle allows drivers to deliver pizza with more ease and efficiency than ever before.

"The DXP has caught the eye of our customers and franchisee alike," said Weiner. "It's real, it's functionally superior, it's gorgeous and no other brand has anything like it. So when people ask, 'Did Domino's really build a car made just for pizza delivery?' I say, 'Oh yes we did.'"

To view a behind-the-scenes video on the making of the DXP, visit dominosdxp.com.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 12,600 stores in over 80 international markets. Domino's had global retail sales of over \$9.9 billion in 2015, with more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the first quarter of 2016, Domino's had global retail sales of over \$2.3 billion, with over \$1.1 billion in the U.S. and nearly \$1.2 billion internationally. Its system is comprised of independent franchise owners who accounted for nearly 97% of Domino's stores as of the first quarter of 2016. Emphasis on technology innovation helped Domino's generate over 50% of U.S. sales from digital channels at the end of 2015, and an estimated \$4.7 billion annually in global digital sales. Domino's features an ordering app lineup that covers nearly 95% of the U.S. smartphone market and recently introduced several innovative ordering platforms, including Ford SYNC®, Samsung Smart TV®, Apple Watch and Amazon Echo, as well as Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as its first digital customer loyalty program.

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SOURCE Domino's Pizza

Jenny Fouracre, 734-930-3620, jenny.fouracre@dominos.com