



Domino's® and Xevo Deliver In-Car Ordering to New Vehicles in 2019

March 25, 2019

Customers can order their favorite Domino's items through their vehicle's touchscreen

ANN ARBOR, Mich., March 25, 2019 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, knows that some people practically live in their car, so why not make the car a great place to order pizza too? Domino's is working with Xevo Inc., the global leader of in-vehicle commerce and services for automakers, to launch the latest AnyWare pizza ordering platform pre-loaded in cars starting in 2019. The new in-vehicle Domino's app is powered by Xevo Market, an automotive commerce platform for connected cars.



"At Domino's, we want pizza ordering to be simple and always within reach, no matter where a customer happens to be," said Chris Roeser, director of digital experience at Domino's. "This new AnyWare platform will make ordering pizza easy, whether you're in the car waiting for the kids to finish soccer practice or you're on your way home from work."

Customers will be able order their Domino's favorites with just a few taps on their vehicle's touchscreen. Once the customer is logged in, they can save time by ordering their Easy Order or most recent order, and then track it with Domino's Tracker®, so they know when it's out of the oven. Customers can locate their local store and call in an order from the in-car interface as well. The Domino's ordering feature will be automatically loaded on millions of cars with the Xevo platform starting in late 2019.

"We're excited to work with Domino's, and to have them join the Xevo Market platform, which is already live in millions of vehicles on the road today. Domino's is the world's largest pizza company, and they've always been technological innovators," said Brian Woods, chief marketing officer at Xevo. "Xevo Market makes it possible for Domino's to reach people directly in their cars, streamlining mobile ordering to help busy consumers save time."

Xevo will demonstrate the Xevo Market in-vehicle experience live April 7-10 at the Restaurant Leadership Conference in Phoenix, Arizona.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 15,900 stores in over 85 markets. Domino's had global retail sales of over \$13.5 billion in 2018, with nearly \$6.6 billion in the U.S. and more than \$6.9 billion internationally. In the fourth quarter of 2018, Domino's had global retail sales of over \$4.2 billion, with nearly \$2.1 billion in the U.S. and more than \$2.1 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the fourth quarter of 2018. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2018 from digital channels, primarily online ordering and mobile applications. In the U.S., Domino's generates over 65% of sales via digital channels and has produced several innovative ordering platforms,

including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, Domino's began an industry-first test of self-driving vehicle delivery with Ford Motor Company – and in April 2018, launched Domino's HotSpots®, featuring over 200,000 non-traditional delivery locations including parks, beaches, local landmarks and other unique gathering spots.

Order – dominos.com

AnyWare Ordering – anyware.dominos.com

Company Info – biz.dominos.com

Twitter – twitter.com/dominos

Facebook – facebook.com/dominos

Instagram – instagram.com/dominos

YouTube – youtube.com/dominos

Please visit our Investor Relations website at biz.dominos.com to view news, announcements, earnings releases and conference webcasts.



View original content to download multimedia: <http://www.prnewswire.com/news-releases/dominos-and-xevo-deliver-in-car-ordering-to-new-vehicles-in-2019-300817381.html>

SOURCE Domino's Pizza

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