

DriveTime Automotive Group, Inc. Announces Fourth Quarter 2011 Financial Results

Company provides conference-call detail

PHOENIX, Ariz. – March 30, 2012 – on Tuesday, April 3, 2012, DriveTime Automotive Group, Inc. (“DriveTime”), a leading used vehicle retailer, plans to announce their consolidated financial results for the fourth quarter ending December 31, 2011.

On Friday March 30, 2012, DriveTime will post its annual form 10-K on the investor page of its website at www.drivetime.com. The 10-K can also be accessed through the SEC’s website at www.sec.gov.

DriveTime will host a conference call at **11:00 a.m.** Eastern Time (ET) on Tuesday, April 3, 2012, following the release of its financial results. Investors and interested parties can access the conference call in the following manners:

- **Teleconference:** A telephone conference of the earnings report can be accessed by dialing **1-888-814-4526**. In order to join this conference call, you will be required to provide the Reservation Number – which is **67540501**.
- **Teleconference Replay:** Approximately one hour following the live broadcast, the company will provide a dial-in replay that will continue to be available through April 30, 2012. To listen to the teleconference replay, call **1-855- 859-2056 or 1-404-537-3406**. You will be required to provide the Reservation Number – which is **67540501**.

About DriveTime:

DriveTime is the leading used vehicle retailer in the United States focusing on the sale and financing of quality vehicles to the subprime market. Through its branded dealerships, DriveTime provides its customers with a comprehensive end-to-end solution for their automotive needs, including the sale, financing, and maintenance of their vehicle. DriveTime provides its customers with financing for substantially all of the vehicles it sells.

For more information regarding DriveTime, please visit DriveTime's web site at www.drivetime.com.