Re: Changes to the DriveTime 401(k) Plan

Dear Participant:

DriveTime reviews the investment options available through the plan to make sure they continue to help you meet your financial goals and investment objectives. As a result of the most recent review, the following changes are being made to the DriveTime 401(k) Plan's investment lineup.

New Investment Option

Beginning on **August 16, 2010**, one new investment option will be added to the investment lineup. Your new investment option is listed below. Please see the investment option description in the *About Your New Investment Option* section of this letter. This new investment option is reasonably similar in risk and rate of return to the old investment option that is being replaced.

Davis New York Venture Fund, Inc. - Class A

Investment Option No Longer Available

The investment option shown below under *Old Investment Option* will no longer be available under the plan. All existing balances and future contributions in this investment option will be transferred to the investment option shown below under *New and/or Existing Investment Option* **as of the market close (generally 4:00 P.M. Eastern Time) on August 16, 2010.** The transfer of balances will appear as an exchange on your account history and quarterly statement. You may receive a prospectus as a result of this transaction.

Old Investment Option		New and/or Existing Investment Option
American Century Equity Growth Fund - Investor Class	⇨	Davis New York Venture Fund, Inc. - Class A

The reallocation of assets depends on the timely liquidation of those assets. A delay in liquidation may result in a change to the above noted dates.

Actions to Consider

If you do not want your existing balances and future contributions to transfer to the investment options as shown above, you must contact Fidelity Investments® before 4:00 Eastern Time on **August 16, 2010**, and request a change. You can do so by logging on to Fidelity NetBenefits® at www.401k.com or by calling Fidelity at 800-835-5097 Monday through Friday (excluding New York Stock Exchange holidays) between 8:30 A.M. and 8:00 P.M. Eastern Time to speak with a Service Center Representative.

About Your New Investment Option

Davis New York Venture Fund, Inc. - Class A

FPRS Code: OFR4
VRS Code: 91750
What It Is: A value mutual fund.
Goal: Seeks to increase the value of your investment over the long term through capital growth.
What it invests in: Primarily in stocks of large U.S. companies with a market capitalization of at least $10 billion, with prospects for long-term sustainable growth. The fund may also invest in smaller cap companies, and in foreign securities, which involve greater risk. Investments in smaller companies may involve greater risks than those in larger, more well known companies. Foreign investments, especially those in emerging markets, involve greater risk and may offer greater potential returns than U.S. investments. This risk includes political and economic uncertainties of foreign countries, as well as the risk of currency fluctuation. Share price and return will vary.

Who may want to invest in this fund:

• Someone who is willing to ride out stock market ups and downs while seeking long-term growth potential.
• Someone who is looking for growth of capital and will be invested for the long term.

This fund is managed by Davis Selected Advisers, LP and sub-advised by Davis Selected Advisers - NY, Inc., which provided the description for this fund.

Before investing in any mutual fund, please carefully consider the investment objectives, risks, charges and expenses. For this and other information, call or write to Fidelity for a free prospectus. Read it carefully before you invest.

The Plan is intended to be a participant-directed plan as described in Section 404(c) of ERISA, which means that fiduciaries of the Plan are ordinarily relieved of liability for any losses that are the direct and necessary result of investment instructions given by a participant or beneficiary.

Unless otherwise noted, transaction requests confirmed after the close of the market, normally 4 P.M. Eastern Time, or on weekends or holidays, will receive the next available closing prices.

The investment options available through the Plan reserve the right to modify or withdraw the exchange privilege.

Fidelity Brokerage Services LLC, Member NYSE, SIPC, 900 Salem Street, Smithfield, RI 02917.