



AI ADOPTION WHITEPAPER

Driving AI Adoption for Productivity

How Dorman moved from AI curiosity to broader Copilot adoption in seven months, and how the Coplot SummitNA in California helped us build the program.

Dorman Products | Contributor Enablement | August 2026 | Internal

WHERE WE STAND TODAY

35% Copilot Chat adoption	572 Contributors trained	17 / 17 Departments engaged	2x Prompt volume vs. Feb
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Source: Dorman Copilot Chat usage data (Feb-Jul 2026). Active = 5+ active days in a month.

01 / WHO WE ARE

What Dorman Does in the Auto & Truck Category

Headquartered in Colmar, Pennsylvania, **Dorman Products** (NASDAQ: DORM) is one of North America's leading suppliers of aftermarket parts for automotive, truck and specialty vehicles. Dorman built its reputation around a straightforward idea: give repair professionals and vehicle owners more ways to fix their vehicles by addressing needs the original equipment channel does not always solve. That may include a part sold only as an expensive dealer assembly, a component not previously available in the aftermarket, or a known OE failure point redesigned for better durability.

Today Dorman offers well over 144,000 distinct parts and repair solutions, spanning everything from complex electronic modules and OE FIX® upgrades to fasteners and service-line hardware.

Three segments across the full vehicle landscape

LIGHT DUTY Replacement parts and fasteners for passenger cars and light trucks. Sold primarily through retailers and wholesale distributors.	HEAVY DUTY Parts for medium and heavy trucks via Dorman HD Solutions and Dayton Parts®. Serving fleets, distributors, and rebuilders.	SPECIALTY VEHICLE Powersports parts and accessories via SuperATV. Direct-to-consumer, dealers, and installers.
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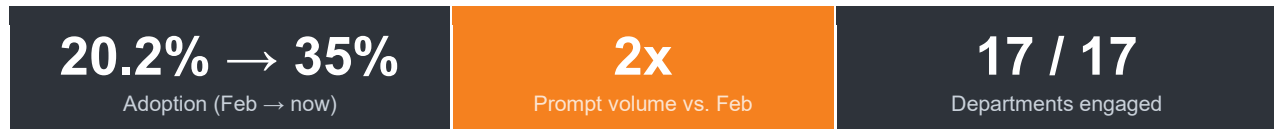
That mix of repair demand in Light and Heavy Duty, plus enthusiast-driven Specialty Vehicle, makes Dorman relevant to large retailers, warehouse distributors, professional technicians, commercial fleets, and DIY owners. It is a business built on engineering, data, and practical problem-solving. Those same strengths now shape how we adopt AI internally.

02 / THE JOURNEY

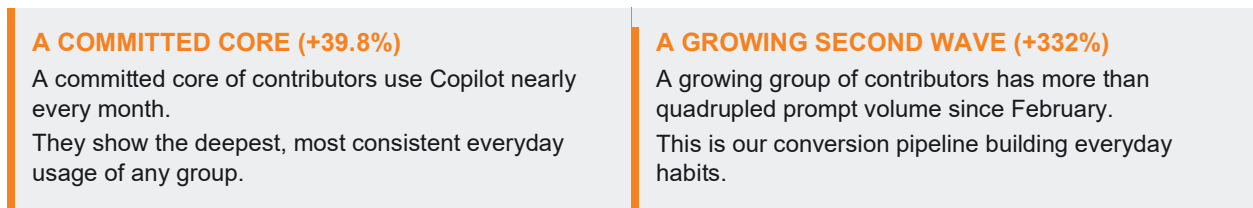
Where We Are in Our AI Journey

Since February 2026, Dorman has pushed to drive contributor productivity within Copilot Chat, moving from a small pilot to a regular tool for hundreds of contributors. We are approaching basic AI adoption the same way we approach any important initiative: measure it, train for it, and focus on meaningful everyday usage rather than access alone.

Momentum since February



Two engines are driving growth at once



Training is the foundation

A consistent curriculum has helped contributors move from curiosity to practical usage. Since February, we have delivered **15 training sessions** and educated contributors across two core courses, with additional tracks added over time:

- **Most trained contributors have taken AI-101 and many have also completed Prompt Engineering**, with 572 trained in at least one course.
- Contributors who complete both courses submit **2.8x the prompts** of untrained peers.
- The curriculum path now runs from AI-101 and Prompt Engineering into Working with Files, Storytelling with AI, and M365 Copilot Premium.
- We plan to launch the **Copilot Leader program**, a contributor-led role that helps share use cases and curate organizational prompts across all 17 departments.

Governance runs alongside enablement, not behind it. Access and usage management already lives in our admin panel, and we partner with the security team to manage access and guardrails as we scale. This keeps governance connected to adoption rather than treated as a separate workflow.

03 / THE CATALYST

The Role of the March AI Summit

In March 2026, Dorman attended the **Microsoft AI Agent & Copilot Summit NA** at the Torrey Pines Hilton in San Diego, California. The event helped turn an internal experiment into a more structured, organization-wide training program as we learned the importance of adoption and confidence in the base toolset. We arrived exploring what was possible and left with a clearer plan, a stronger network, and practical steps to bring back to Dorman.

What the Summit gave us

PERSPECTIVE

Peer-developed sessions across keynotes, panels, and fireside chats.

A clearer view of how mature Copilot programs are being organized and supported.

HANDS-ON SKILLS

Sessions on Copilot Studio, Azure AI Foundry, Power Platform, and M365 Modern Work.

Perspectives on adoption and impact that we brought home into our curriculum.

NETWORK

Networking with peers, MVPs, and Microsoft leadership.

Folks have made themselves available to help us after the conference.

The Summit helped accelerate our work in three concrete ways:

- **It helped us build a plan.** The sessions on Responsible AI, governance, and adoption directly shaped how we sequenced training and stood up guardrails before scaling.
- **It validated our approach.** Seeing how other organizations drove adoption gave us confidence to lead with free Copilot Chat, build a certification pipeline, and measure depth rather than chase licenses.
- **It created momentum.** We came back and built the AI-101 and Prompt Engineering courses that supported the move from 20.2% to 35% adoption.

04 / LOOKING AHEAD

Our Top 3 Priorities for Summit NA

What Dorman will focus on at Summit North America.

1

Deepen usage, not just expand access

We have proven contributors will adopt Copilot. The next opportunity is depth, helping active users move from occasional prompts to regular, high-value everyday use. We want concrete patterns for building durable habits and converting our second wave of users into a committed core.

2

Securely broaden everyday productivity across the organization

We have built strong momentum with Copilot Chat for everyday work. The next opportunity is helping more contributors apply it to common tasks like drafting, summarizing, research, and preparation. We want secure, practical patterns for sustaining engagement and keeping usage productive as more contributors come on board.

3

Mature governance and measurement

Access is becoming more common. Capability and trust are what will determine long-term value. We want to pressure-test our governance model, sharpen how we report value to leadership, and learn how peers sustain contributor-led momentum through communities of practice and role-based champions.

05 / THE PAYOFF

Our Top 3 Goals Coming Out of Summit NA

What each part of Dorman would bring back from the trip.

A

A repeatable playbook for depth

Return with a concrete plan to hold adoption above 35% and deepen everyday use, including the plays, cadences, and use cases that help casual users build productive habits across all 17 departments.

B

A repeatable path to everyday value

Leave with practical, well-governed ways to help contributors get more value from Copilot in their daily work, clearly owned and guided by Champions, and focused on reducing repetitive, time-consuming tasks for contributors.

C

A stronger enablement and leadership model

Bring back fresh curriculum ideas and a sharper Copilot Leader program, so contributor-led leadership, continuous literacy, and shared organizational prompts continue to build on the momentum since February.

WHY DORMAN IS ATTENDING

Dorman spent seven months building a measurable, organization-wide habit with Copilot Chat, with 35% adoption, 572 contributors trained, and all 17 departments engaged. The March AI Summit in California helped make the effort more structured and durable. **Summit NA is where we focus the next phase: building deeper everyday usage and making AI enablement a capability owned across the organization.**