



# CARVANA

THE NEW WAY TO BUY A CAR™

# E-Commerce: Why Shop Online?

SOLUTIONS TO REAL PROBLEMS

## Variety.

Buy anything from  
anywhere

## Pricing.

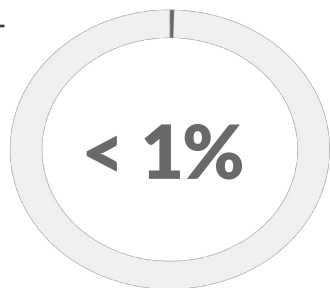
One price, easily  
compared to other  
sellers

## Ease.

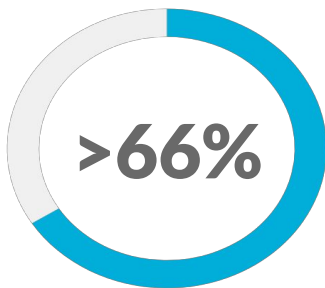
Goods delivered  
right to your house

***WHY SHOULD BUYING A CAR BE ANY DIFFERENT?***

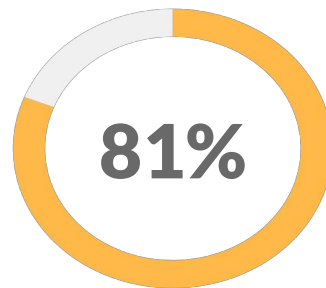
# Rethinking the Car-Buying Process



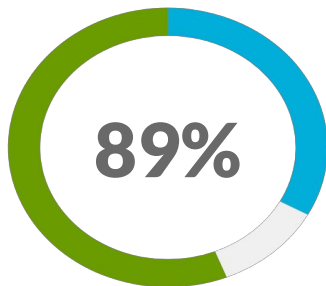
Prefer the current car-buying process



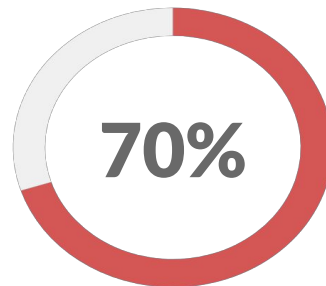
Want more convenience, and less control by salespeople



Prefer something different than the traditional test drive



Prefer a different way to buy (and 33% wanted to start building the deal online)



Want to start the financing process online to save time and not feel pressured

**WE EXIST  
BECAUSE  
CUSTOMERS  
ARE LOOKING  
FOR A BETTER  
CAR-BUYING  
EXPERIENCE**



# What we give to consumers:

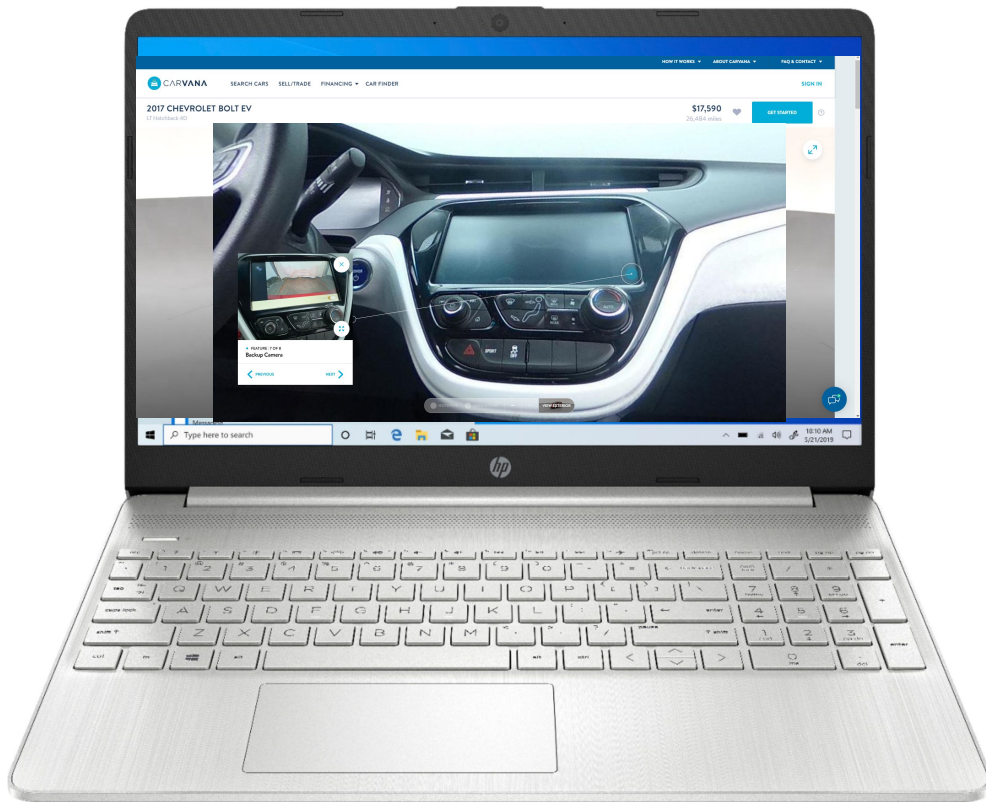
1. Confidence.
2. Convenience.
3. Care.

# Confidence.

- Quality acquisition
- 150-point inspection
- CarFax for every vehicle



# Confidence.



→ 360° photos

→ Detailed VDP



# Convenience.

- Easy, electronic contracting
- Customer advocates, not salesmen
- Purchase in minutes



CARVANA

# Care.

- 7 Day MBG
- 100 day, 4189 mile LW
- No doc fees

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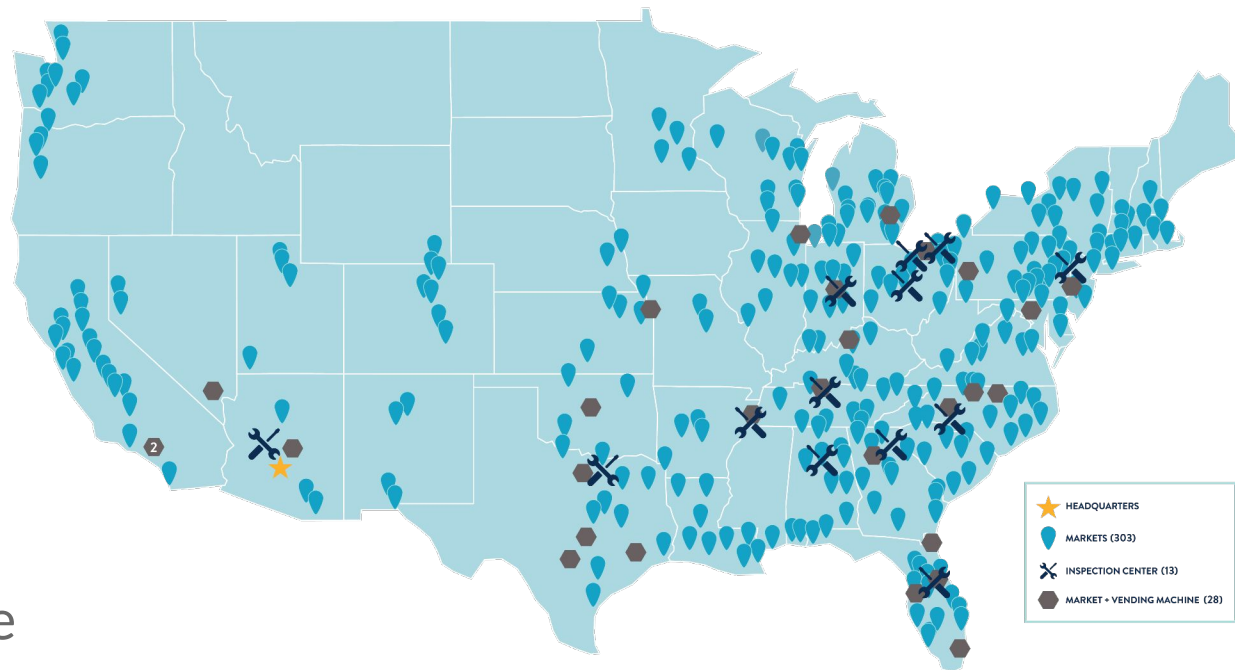
305 markets serving  
more than 200 million  
Americans

Serving 5 markets in KY

244,000 cars  
sold in 2020

31 VMs, 15 ICs

600+ employees in the  
region



# Our Customers Are Pleased

# 4.7

out of 5 average customer  
rating across 100,000+  
reviews on Carvana.com

# 72.3 NPS

v. national dealer average of 48



## Awesome Service

06/09/2017 14:34:58 CDT

[Carvana Experience - Delivery](#) [Carvana Delivery Experience](#)



I am absolutely blown away by their customer service. From start to finish all of the carvana associates I spoke with very extremely helpful and very personable. When my vehicle arrived they literally rolled out the red carpet. Oh yea let's not forget the amazing value for such a great car. I would like to give carvana an A+



## So happy with my experience!

03/03/2019 12:13:04 CST

[Carvana Experience - Delivery](#) [Carvana Delivery Experience](#)



The process of buying a vehicle is absolutely just as easy as they advertise. Every single thing that this company claimed to offer, they have followed through on. We are so so happy with our new vehicle and so relieved that we were able to skip the dealership process and have our perfect vehicle delivered right to our door for no extra fees. I would definitely recommend anyone interested in using their services to go ahead and try it!



## How did you find so many energetic, helpful people

11/13/2018 14:36:02 CST

[Carvana Experience - Delivery](#) [Carvana Delivery Experience](#)



Sure, y'all have all the cars. But once I hit reserve I was dealing with people, and it's the people who make the experience. I probably spoke to half a dozen people and then of course there's the delivery professional. Every single person was energetic, helpful and engaged. Between the amazingly simple buying process, the car selection and the people....would recommend Carvana to anyone I know!

## It's not just consumers...

*“Consumers have long asked for a process that is more efficient and requires less time at the dealership. With more steps moving online, that’s exactly what they are getting. And it is not just consumers who are benefitting. Dealers, too, are seeing the advantages of a more efficient, streamlined purchasing process.”*

- Cox Automotive Vice President of Research & Market Intelligence Isabelle Helms

- 2/3 of buyers are looking to do more of the process online
- A full service E-Commerce process improves dealer satisfaction making it easier for consumers.
- 80% of franchised dealers surveyed by Cox plan to offer even more parts of the purchase process online in the next 1-2 years.\*

# Improve car buying for your constituents...

Identifying best practices from your neighboring states.

**Licensed Dealer perform VIN inspections.**

- Allows Sheriff's departments limited resources to be directed to other needs in the community
- Improves customer experience

**Licensed Dealer to apply for title and registration on behalf of customer.**

- Ensures proper vehicle transfer to new owner
- Supports lenders by ensuring their lien is correctly and timely recorded on the title

**100% digital title and registration systems through BMV.**

- Allow digital signatures
- Allow electronic transfer
- Home printing of registration and temporary tags
- Online request for permanent tags

**Access to multiple dealer T&R vendors.**

- Improves delay times
- Ends overwhelming one system
- Improves customer as well as state and local agency experiences



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