

## NEWS

# CARVANA BRINGS ONLINE CAR BUYING TO “RALPH BREAKS THE INTERNET”

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In celebration of all things online, Carvana and Disney collaborate to promote upcoming movie release

PHOENIX--(BUSINESS WIRE)-- The last thing any e-commerce company wants is for someone to break the internet. Even if that someone is Wreck It Ralph, himself. But that's exactly what he and Vanellope are doing in the highly anticipated Disney movie, "Ralph Breaks the Internet," hitting theaters on Nov. 21. Carvana (NYSE: CVNA), an online used car retailer, is riding along for an exciting collaboration with the movie. In celebration of their mutual affinity for e-commerce, Carvana and the characters from Disney's "Ralph Breaks the Internet" are joining forces throughout a multi-channel campaign to highlight just how fun it can be to buy your car online in as little as 10 minutes and have it delivered to your door as soon as the next day. If Ralph and Vanellope can do it, so can you!

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181102005056/en/>

Carvana and the characters from Disney's "Ralph Breaks the Internet" are joining forces throughout a multi-channel campaign to highlight just how fun it can be to buy your car online in as little as 10 minutes and have it delivered to your door as soon as the next day. (Graphic: Business Wire)

Throughout November, Carvana advertising featuring Disney's "Ralph Breaks the Internet" will be all over – you guessed it – the internet, as well as TV, out-of-home and digital channels, including Carvana.com. Fans can tag along and see Ralph and Vanellope breeze through the world of online car buying with Carvana and mark their calendars to see the movie, only in theaters on Nov. 21.

To celebrate the launch of the campaign, Carvana hosted an online sweepstakes for one lucky winner and a guest to attend Disney's "Ralph Breaks the Internet" Hollywood premiere in Los Angeles, all expenses paid.

Carvana kicked off national TV advertising with a :30 commercial that combines animation and live-action footage, following Ralph and Vanellope as they go on a shopping spree through the internet and wind up with more than they bargained for: <https://youtu.be/kATPDJQyKIM>.

Before the movie is on the big screen, visitors to Carvana.com will be greeted by Ralph on their computers and mobile devices, and will even have the chance to do 360-degree virtual vehicle tours of cars from the movie.

Commuters who pass by Carvana's Car Vending Machines in the Phoenix metro area – where the company is headquartered – and Orlando will also get a glimpse of Ralph, featuring a custom-designed wrap advertising the movie on can't-miss, all-glass towers.

Digital channels, including social media, display ads and third-party listing sites, will encourage fans to see "Ralph Breaks the Internet" on Nov. 21 and buy their next car online.

"Cars are a central storyline element in both movies, and now that Ralph and Vanellope are entering Carvana's world, it was fitting that we join forces to showcase how we're making car buying fun again," said Carvana Chief Brand Officer and Co-Founder Ryan Keeton. "We hope 'Ralph Breaks the Internet' fans have as much fun seeing the movie as we did developing the elements of this campaign."

### About Carvana (NYSE: CVNA)

Founded in 2012 and based in Phoenix, Carvana's (NYSE: CVNA) mission is to change the way people buy cars. By removing the traditional dealership infrastructure and replacing it with technology and exceptional customer service, Carvana offers consumers an intuitive and convenient online car buying and financing platform. Carvana.com enables consumers to quickly and easily shop more than 10,000 vehicles, finance, trade-in or sell their current vehicle to Carvana, sign contracts, and schedule as-soon-as-next-day delivery or pickup at one of Carvana's proprietary automated Car Vending Machines.

For further information on Carvana, please visit [www.carvana.com](http://www.carvana.com), or connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

### About Ralph Breaks the Internet

In "Ralph Breaks the Internet," video-game bad guy Ralph (voice of John C. Reilly) and best friend Vanellope von Schweetz (voice of Sarah Silverman) leave the comforts of Litwak's arcade in an attempt to save her game, Sugar Rush. Their quest takes them to the vast, uncharted world of the internet where they rely on the citizens of the internet—the Netizens—to help navigate their way. Lending a virtual hand are Yesss (voice of Taraji P. Henson), the head algorithm and the heart and soul of the trend-making site "BzzzzTube," and Shank (voice of Gal Gadot), a tough-as-nails driver from a gritty online auto-racing game called Slaughter Race, a place Vanellope wholeheartedly embraces—so much so that Ralph worries he may lose the only friend he's ever had. Directed by Rich Moore ("Zootopia," "Wreck-It Ralph") and Phil Johnston (co-writer "Wreck-It Ralph," "Zootopia," writer, "Cedar Rapids"), and produced by Clark Spencer ("Zootopia," "Wreck-It Ralph," "Bolt," "Lilo & Stitch"), "Ralph Breaks the Internet" hits theaters on Nov. 21, 2018.

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