

NEWS

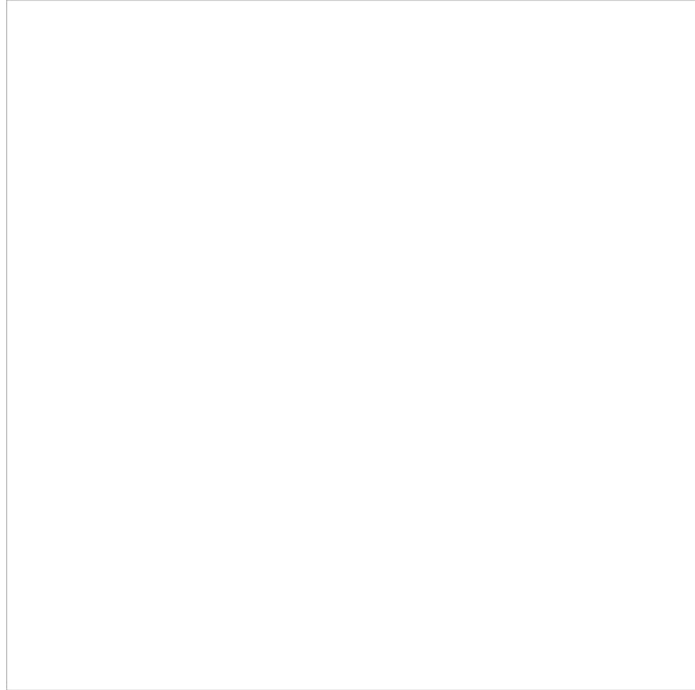
CARVANA'S NEW WAY TO BUY A CAR IS NOW THE NYC WAY TO BUY A CAR

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Carvana Celebrates New York Market Launch with Manhattan Marketing Takeover

NEW YORK--(BUSINESS WIRE)-- Residents in New York City can order just about anything online and get it delivered to their front door. Now, thanks to [Carvana](#) (NYSE: CVNA), that also includes cars. Carvana, a leading e-commerce platform for buying, financing and selling used cars, has launched as-soon-as-next-day vehicle delivery in New York City. Customers can shop more than 10,000 vehicles on Carvana.com, finance, purchase, and even sell their current vehicle to Carvana, then schedule as-soon-as-next-day delivery to their home or office in as little as 10 minutes.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180920005218/en/>



Carvana has launched in New York City, offering as-soon-as-next-day vehicle delivery in all five boroughs. To celebrate its biggest market to date, Carvana conducted a launch-day marketing activation featuring huge, car-sized takeout bags, emphasizing that residents can buy a car online and have it delivered to their front door, just like everything else in New York. (Photo: Business Wire)

To celebrate entering its largest market to date, Carvana is maximizing its marketing presence in Manhattan with a one-day integrated campaign to tell New Yorkers all about the new way to buy a car. Carvana is literally parading its services through New York with a caravan of five signature Carvana car haulers carrying vehicles. Three of the haulers feature vehicles prepped for NYC-style delivery in gigantic takeout delivery bags, emphasizing that you can now order a car online and have it delivered to your doorstep, just like everything else in New York. The parade will cross the Manhattan Bridge from Brooklyn and tour through the city, passing signature areas like Soho, Columbus Circle, Midtown and Washington Square Park.

Throughout the day, more than 250 digital on-street LinkNYC units will display Carvana advertising along the parade route, as well as a live social feed of those using the campaign hashtag #TheNYCWayToBuyACar. Those who spot the parade are encouraged to snap a photo and post to their social handles using the hashtags #TheNYCWayToBuyACar and #sweepstakes for a chance to win a year of free Postmates (up to \$5,000).

Because Carvana customers shop for and purchase their next vehicle entirely online, they save valuable time and money. Every Carvana vehicle is Carvana Certified, meaning it has no frame damage, has never been in a reported accident, and has undergone a rigorous 150-point inspection. Features, imperfections and updated information about open safety recalls are listed on the car's vehicle description page. Along with high-definition, 360-degree photos, every Carvana vehicle comes with a seven-day return policy so the customer has time to ensure the vehicle fits their life.

"New York City is the largest market we've launched to date, so it's fitting we give it our largest celebration," said Ernie Garcia, founder and CEO of Carvana. "New Yorkers are known for being mobile-first, so we're proud to be the first to give them a fully start-to-finish mobile car buying experience; a service they've become accustomed to for much of their purchasing decisions."

Carvana now offers as-soon-as-next-day vehicle delivery in nearly 80 markets across the U.S.

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, or connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

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