

NEWS

JON HAMM AND CARVANA LAUNCH NATIONAL CAMPAIGN HIGHLIGHTING THE SIMPLER WAY TO SELL YOUR CAR

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Award-winning actor helps bring Carvana's brand to life in a new campaign that combines humor and relatability to show how easy it is to sell your car online

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling used cars online, today announced a new national campaign in collaboration with Emmy and Golden Globe-winning actor Jon Hamm. The campaign highlights how easy it is to sell your car to Carvana, as Hamm brings his signature humor and relatability to a series of new ads launching across digital, broadcast, and streaming platforms.

This press release features multimedia. View the full release here:
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Jon Hamm Stars in Carvana's Newest Campaign

The campaign kicks off with a 30-second spot titled "*Excuses*," in which Hamm tries to get out of an awkward social obligation by claiming he has to handle the time-consuming task of selling his car. The problem? Carvana makes the process so fast and simple that his excuse immediately unravels, especially since his car is already sold and loaded onto a Carvana hauler just a few feet away.

"Jon Hamm's comedic timing brings the entire campaign to life and perfectly highlights how Carvana takes the hassle out of selling a car," said Ryan Keeton, Carvana co-founder and chief brand officer. "We've made it easier than ever to sell your car online, and Jon helps us

share that message with the signature humor and charm he's known for."

Developed by Carvana's in-house creative team, the campaign will roll out nationwide across digital, broadcast, and streaming platforms starting today. "*Excuses*" is the first of two commercial spots featuring Hamm that Carvana will debut throughout the year alongside additional social content. The campaign continues Carvana's tradition of pairing engaging talent and lighthearted humor to showcase how Carvana drives its customers happy with a process that's fun, fast, and fair.

About Carvana

Carvana's mission is to change the way people buy and sell cars. Since launching in 2013, Carvana has revolutionized automotive retail and delighted millions of customers with an offering that is fun, fast, and fair. With Carvana, customers can find a car, get financing, trade in, and complete a purchase entirely online with

the convenience of delivery or local pickup as soon as the same day. Carvana's unique offering is powered by its passionate team, differentiated national infrastructure, and purpose-built technology.

For more information, please visit www.carvana.com.

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