

NEWS

CARVANA'S NEW CAMPAIGN HIGHLIGHTS CONVENIENCE OF ITS ONLINE CAR BUYING EXPERIENCE WITH KRISTEN BELL AND DAX SHEPARD

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With Their Signature Humor, Dax and Kristen Showcase How Carvana Makes it Easy for Every Shopper to Find Their Perfect Ride

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling used cars online, today announced a new chapter in its collaboration with Kristen Bell and Dax Shepard. The duo stars in a [brand-new commercial](#) highlighting how Carvana's intuitive platform makes finding and buying your next car easier than ever, no matter how you shop.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20250121479071/en/>



Kristen Bell and Dax Shepard Star in Carvana's Newest Campaign
(Photo: Business Wire)

"Kristen and Dax's comedic chemistry captures what makes Carvana unique: a stress-free car-buying experience tailored to everyone's style," said Ryan Keeton, Carvana's co-founder and Chief Brand Officer. "Whether you're quick to decide like Kristen or a meticulous researcher like Dax, Carvana's tools empower all of our customers to confidently find the right car, their way."

Developed by Carvana's in-house creative team, the campaign showcases Bell and Shepard's trademark humor as they browse Carvana's expansive inventory with their own distinct approach. In a

comedic twist, both independently choose the same vehicle, proving that great minds really do think alike and demonstrating the ease of finding the perfect vehicle match with Carvana.

This campaign will reach audiences nationwide across digital and broadcast platforms in the coming weeks. By offering best-in-class digital tools and transparency in every step, Carvana ensures that customers can make informed decisions on their own terms and confidently purchase their next vehicle online with ease.

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 pick-up 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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