

NEWS

CARVANA'S NEWEST TEAMMATE, SHAQUILLE O'NEAL, TO STAR IN DIGITALLY LED CAMPAIGN AND LAUNCH WORLD'S FIRST AI "SHAQBOT"

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Shaq joins Carvana as brand ambassador, bringing his energy, humor, and voice to a supersized brand campaign

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling used cars online, today announced a first-of-its-kind integrated brand partnership with basketball Hall of Famer, entrepreneur, and cultural icon Shaquille O'Neal, launching with the debut of the world's first AI-powered Shaqbot.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20250915912913/en/>



Carvana teams up with Shaquille O'Neal to launch world's first AI "Shaqbot"

Designed to make car shopping simpler, easier, and more fun, Shaqbot brings Shaq's signature voice, wit, and personality into Carvana's digital experience. The AI-powered assistant is built using real voice recordings and custom Shaq-approved response logic to help customers browse inventory, answer common questions, and make their online car-buying journey just a little more entertaining.

"I've been buying and selling cars for years, and when I found Carvana, I really loved the ease and innovation of the brand. That's what makes my partnership with Carvana so exciting," said Shaquille O'Neal. "And now for

other Carvana fans, they can have a little fun with Shaqbot, an assistant as smart, smooth, and good-looking as me."

The Shaqbot is part of a broader collaboration between Carvana and O'Neal that includes curated vehicle selections, custom brand content, and a campaign hub at Shaqvana.com, all designed to amplify the best of Carvana's platform, with Shaq's personality layered in.

Campaign highlights include:

National Ad Campaign – A suite of broadcast and digital spots starring O'Neal as he shares how Carvana can get Shaqified.

Shaqvana.com – A microsite where customers can browse Shaq-approved rides, explore campaign content, and interact with Shaqbot.

Shaqbot – A first-of-its-kind AI customer assistant, leveraging AI-powered logic and text-to-speech capabilities to guide, assist, and entertain - all in Shaq's voice.

Shaq Filter – A vehicle search experience tailored to Shaq’s favorite specs: roomy interiors, high horsepower, sunroofs, and more.

“Shaq is a great ambassador for Carvana - he brings the perfect mix of big personality, big heart, and big ideas,” said Ryan Keeton, Carvana Co-Founder and Chief Brand Officer. “He’s not just in the ads; he’s in the experience. The Shaqbot is one of the most unique things we’ve ever built, and it shows what’s possible when you combine technology, creativity, and fun.”

This marks the first time Carvana has embedded a celebrity voice, persona, and preferences directly into its customer experience. Explore the full experience at [Shaqvana.com](https://www.shaqvana.com) and follow @Carvana on social media for more Shaq-powered surprises, including one coming this Haulerdays.

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.

About Shaquille O’Neal

Shaquille O’Neal is one of the world’s most successful athletes-turned-businessmen, whose accomplishments both on and off the court have translated into a highly sought-after consumer brand. As an entrepreneur, sports analyst, DJ, restaurateur, and brand ambassador, Shaquille O’Neal’s signature “Business of Fun” mantra resonates throughout each of his countless ventures.

The 15-time NBA All-Star’s unprecedented athletic career spanned nearly two decades and earned him countless awards and honors, including NBA Most Valuable Player, NBA Rookie of the Year, four NBA Championships and a First Ballot NBA Hall of Famer. Currently, O’Neal is an analyst on TNT’s Emmy Award-winning “Inside the NBA.”

O’Neal is a universally recognized figure in sports, entertainment, and pop culture. His music career began with the release of four rap albums with his first, Shaq Diesel, which went platinum. Today, he is known worldwide as DJ Diesel. His DJ business has become a global enterprise, with his SHAQ’s Bass All-Stars Festival and Shaq’s Fun House—an immersive event series combining live performances, carnival rides, and celebrity appearances.

O’Neal, who has a PhD in Leadership and Education, established The Shaquille O’Neal Foundation which provides resources for underserved youth. He also gives back through a number of annual philanthropic programs including Shaq-to-School and Shaq-a-Claus.

The launch of his Las Vegas eatery Big Chicken has further elevated Shaquille’s status as he has positioned himself as a successful restaurateur. The brand currently has more than 350 locations in development worldwide and 40-plus locations open in traditional and non-traditional restaurant settings.

Follow Shaquille O’Neal on TikTok, Facebook, X and Instagram.

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