



CARVANA REUNITES WITH KRISTEN BELL AND DAX SHEPARD IN NATIONAL AD FEATURING CARVANA VALUE TRACKER

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Hollywood's Favorite Couple Brings Humor and Heart to Carvana's New Campaign

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling used cars online, today announced the continuation of its successful partnership with Kristen Bell and Dax Shepard in a fresh, comedic campaign. The duo stars in a [brand-new](#) commercial featuring Carvana's Value Tracker—a tool designed to make it easy to know and track the value of your car over time.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20241028444516/en/>



Kristen Bell and Dax Shepard Star in Carvana's New Value Tracker Commercial (Photo: Business Wire)

“We are incredibly excited to reunite with Kristen and Dax, who resonate so well with our audience,” said Ryan Keeton, Carvana co-founder and Chief Brand Officer. “Their signature blend of wit and authenticity brings Carvana's Value Tracker to life, showcasing the fun and engaging experience we strive to deliver.”

The campaign, which was created by Carvana's in-house creative team, features Bell and Shepard's sense of humor as they navigate the process of using Carvana's Value Tracker tool to assess their vehicle collection. With just a few clicks, they are up and running, tracking their cars' values before deciding the time is right to sell to Carvana, the fastest growing online used automotive retailer. The campaign will be rolled out across several platforms, including digital and broadcast in the coming weeks.



Whether they are considering selling a car or are just curious about its current worth, Carvana Value Tracker offers customers free, fast and actionable insight. After the initial appraisal, customers can choose to sell or trade-in at any time, but they can also choose to simply keep tracking, taking advantage of the transparency and peace of mind that comes with understanding how their vehicle value changes. By offering innovative digital tools like [Value Tracker](#), Carvana empowers customers to make informed decisions on their own terms, changing the way people buy and sell cars.

About Carvana

Carvana's mission is to change the way people buy and sell cars. Over the past decade, Carvana has revolutionized automotive retail and delighted millions of customers with an offering that is fun, fast, and fair. With Carvana, customers can choose from tens of thousands of vehicles, get financing, trade-in, and complete a purchase entirely online with the convenience of home delivery or local pick up in over 300 U.S. markets. Carvana's vertically integrated platform is powered by its passionate team, unique national infrastructure, and purpose-built technology. Carvana is a Fortune 500 company and is proud to be recognized by Forbes as one of America's Best Employers.

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

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