

## NEWS

# CARVANA SHAKES UP CAR BUYING IN THE SOUTHEAST, BRINGING CARVANA CURBSIDE TO BIRMINGHAM

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Smaller format vehicle pickup location builds on success of early iteration in Atlanta, Carvana's first market

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Carvana](#) (NYSE: CVNA) has eliminated endless hours haggling at the dealership and replaced it with a seamless online experience where customers can purchase a car in as little as 10 minutes on Carvana.com. Known for its fully automated, coin-operated Car Vending Machines, Carvana is shaking things up again, opening the Birmingham, Ala., location of Carvana Curbside, its smaller format purchase fulfillment concept. With this launch, Carvana is now also offering free delivery in Huntsville and Montgomery, marking 50 markets in just five years for the auto industry disruptor.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180221005156/en/>

Carvana has launched its newest customer pickup experience, Carvana Curbside, in Birmingham, Ala. (Photo: Business Wire)

Customers can shop more than 10,000 company-owned vehicles on Carvana.com, finance, purchase and schedule Carvana Curbside pickup for as soon as the next day. Upon arriving at Carvana Curbside, customers will be

given a personalized key card that activates all-glass doors, revealing their newly purchased vehicle. Mere feet from curb to car, customers can be on their way in minutes. Like its Atlanta counterpart, Carvana Curbside Birmingham ties together the fun elements of Carvana Car Vending Machines with the convenience of a smaller format, showcasing how Carvana is continuing to offer customers a new way to buy – and pick up – a car.

Atlanta, where Carvana sold its first car in 2013, is the home to an early iteration of Carvana Curbside. Success in Atlanta has shown that Carvana Curbside provides added flexibility for customers and increases brand visibility in the market, while maintaining a small real estate footprint to minimize overhead costs.

Located in Southside, near the University of Birmingham, the newest Carvana Curbside location honors the historic charm of the neighborhood and its Atlanta roots, while offering customers a modern spin on the car buying process. As one of Carvana's earliest markets – number four, to be exact – Birmingham has enjoyed free, as-soon-as-next-day vehicle delivery since March 2015. Now, area customers also have the option of picking up their vehicle at Carvana Curbside in Birmingham.

"As our customer base has grown, so have our ideas for ways to continue to deliver on our promise that we sell cars, but we're not car salespeople," said Ernie Garcia, founder and CEO of Carvana. "Our Carvana Curbside concept is quick, convenient and fun, much like our multi-story Car Vending Machines, but requires less square footage, so we can explore a variety of markets to offer vehicle pick-up for interested customers. Additionally, celebrating our 50<sup>th</sup> market, launching Huntsville and Montgomery in conjunction with our newest customer experience is really exciting."

Out-of-state customers can take advantage of Birmingham's Carvana Curbside, too, with Carvana's fly-and-drive program, which reimburses customers who fly to one of Carvana's vehicle purchase pick-up locations – including its seven Car Vending Machines – for up to \$200 in airfare.

Carvana saves customers valuable time and money with an online, transparent purchase process. Every Carvana customer is given a seven-day, money-back guarantee to ensure that their vehicle fits their life. All vehicles in Carvana's inventory are Carvana Certified and have passed a rigorous 150-point inspection, have never been in a reported accident and have no frame damage. All features, imperfections and updated information about open safety recalls are listed on the car's vehicle description page.

Carvana's seven Car Vending Machines are located in Nashville (Tenn.), Houston, San Antonio, Dallas, Austin (Texas), Raleigh (N.C.) and Jacksonville (Fla.), and now offers Carvana Curbside in two cities: Atlanta and Birmingham.

### 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 automotive retail platform. Carvana.com enables consumers to quickly and easily buy a car online, including finding their preferred vehicle, qualifying for financing, getting a trade-in value, signing contracts, and receiving delivery or pickup of the vehicle from one of Carvana's proprietary automated Car Vending Machines.

For further information on Carvana, please visit [www.carvana.com](http://www.carvana.com), or connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

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