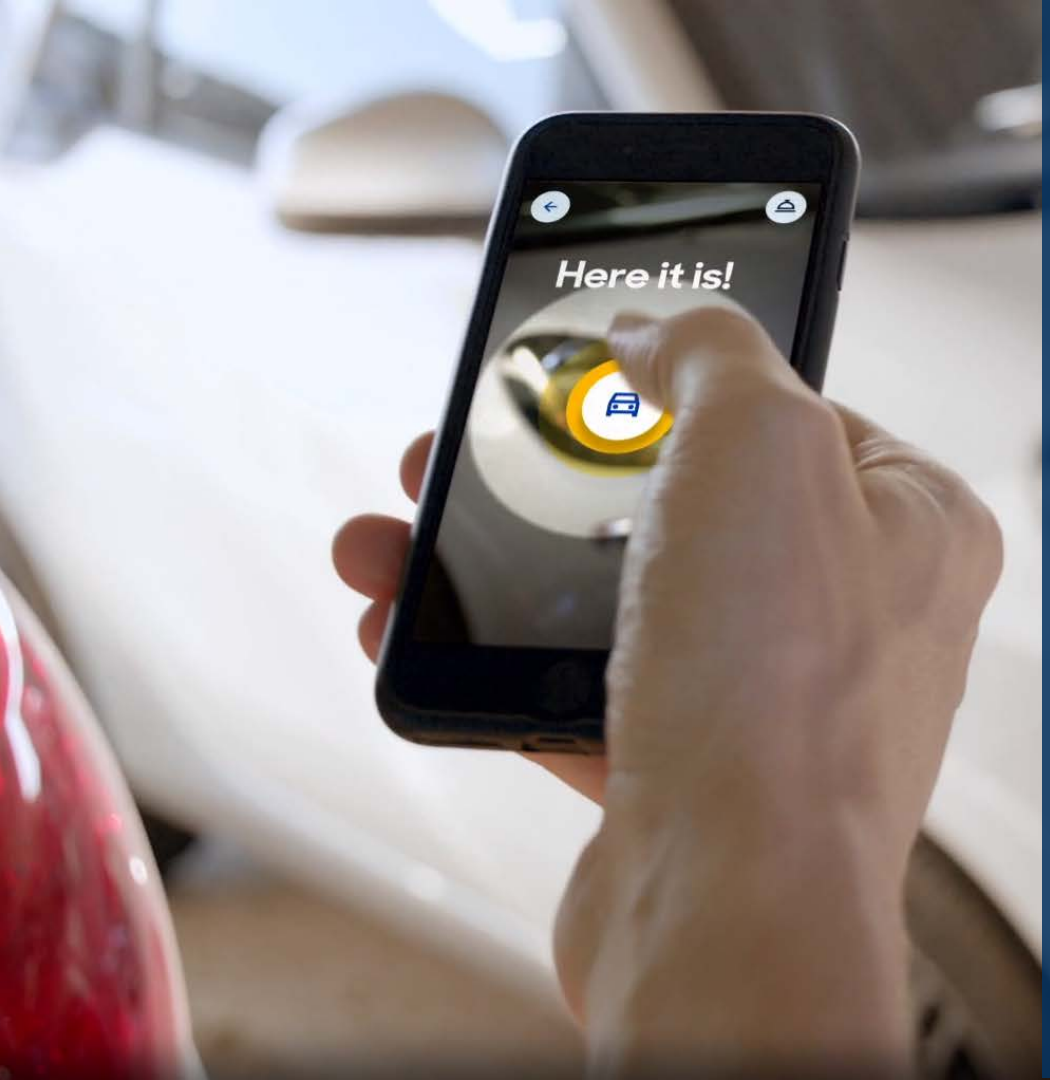

Investor Day
2022
CARMAX

Jim Lyski

EVP, Strategy, Product & Marketing





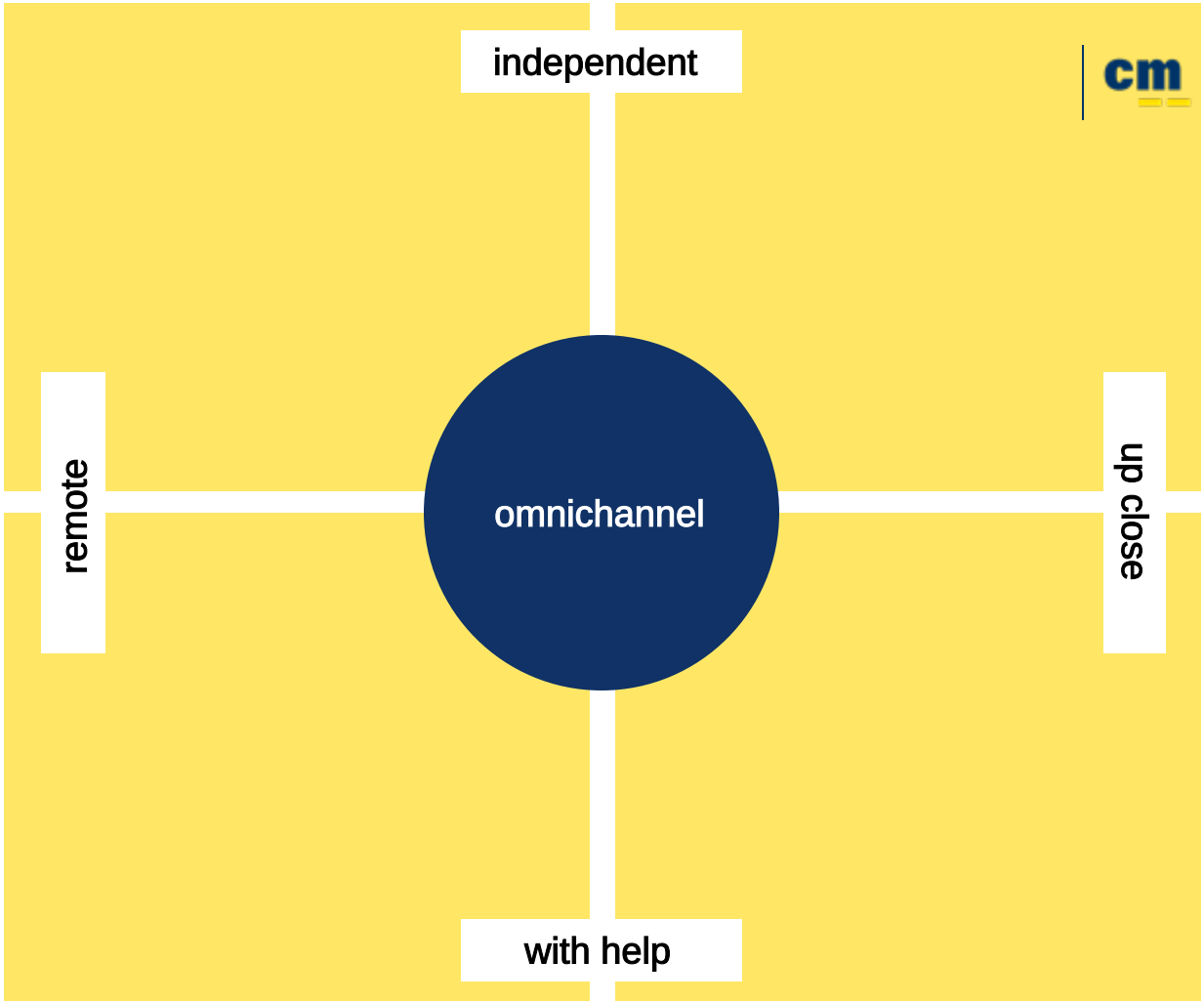
OUR AMBITION

Be the most customer centric & largest online buyer and seller of used cars…

…by enabling customers to buy & sell on their terms

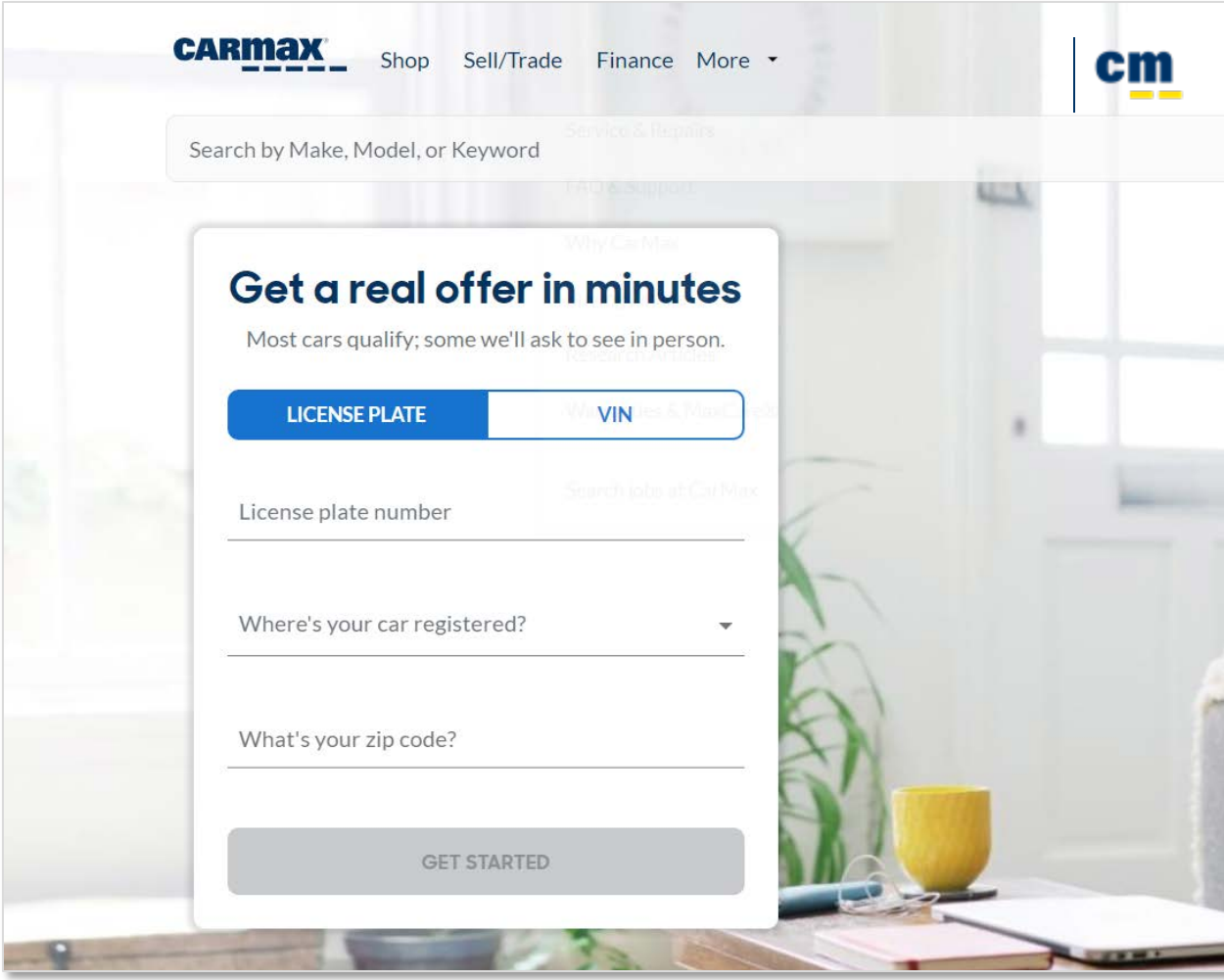
We want to help customers buy & sell the car they love.

And we want them to have full confidence in their decision when they do it.



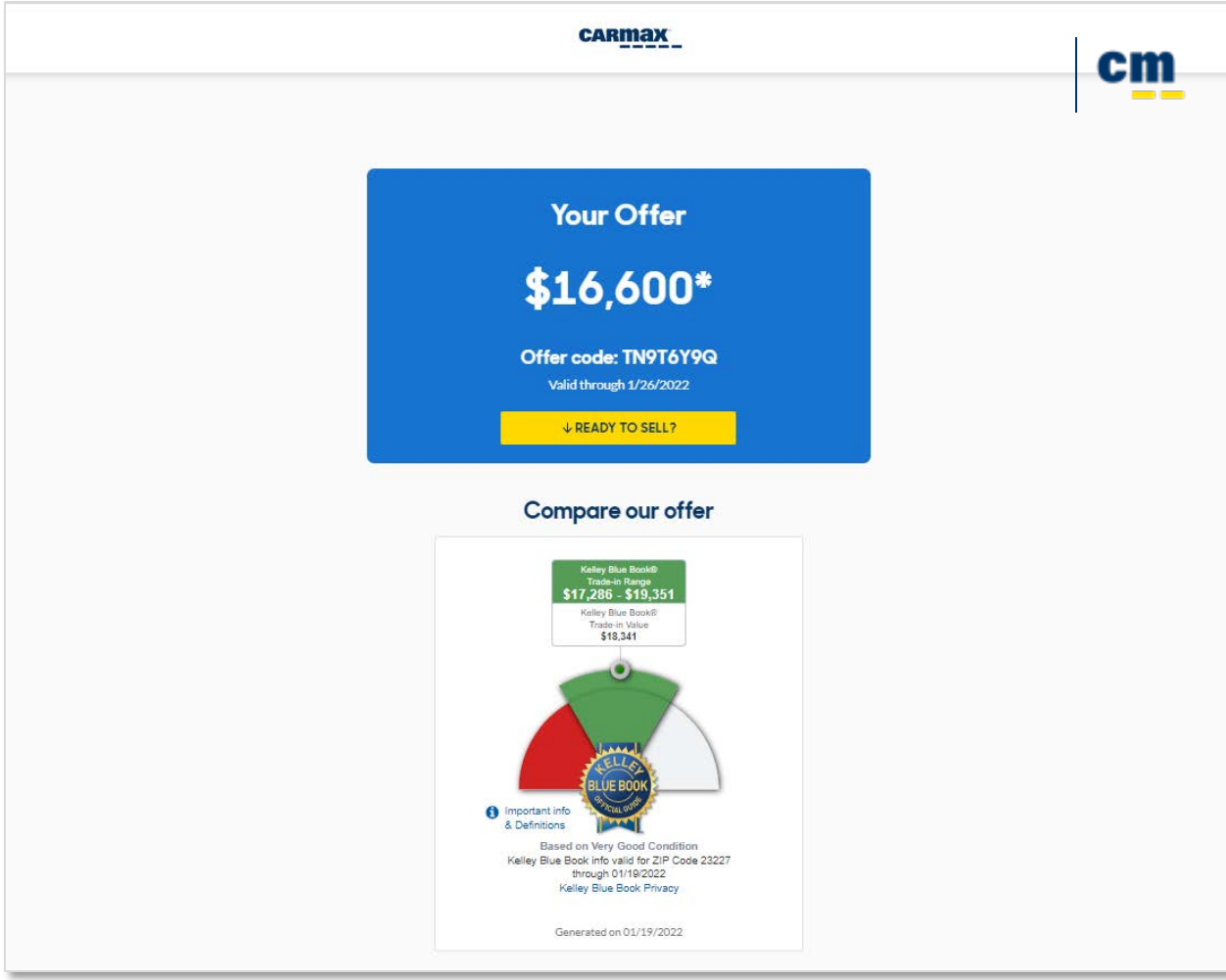
We've been building new front-end digital experiences…

Enabling experiences that enhance the ability for consumers to buy online & receive an instant offer, and for dealers to bid & buy through our online CarMax Auctions



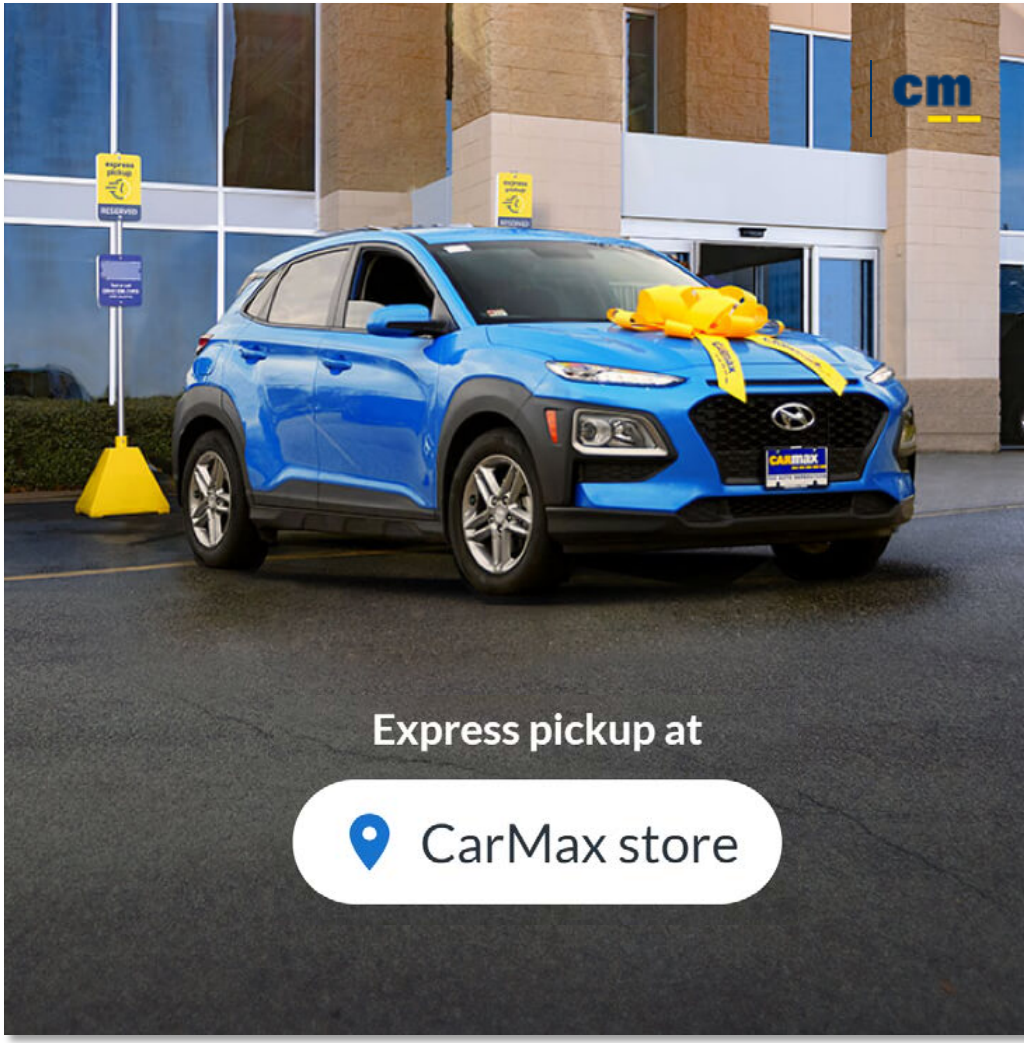
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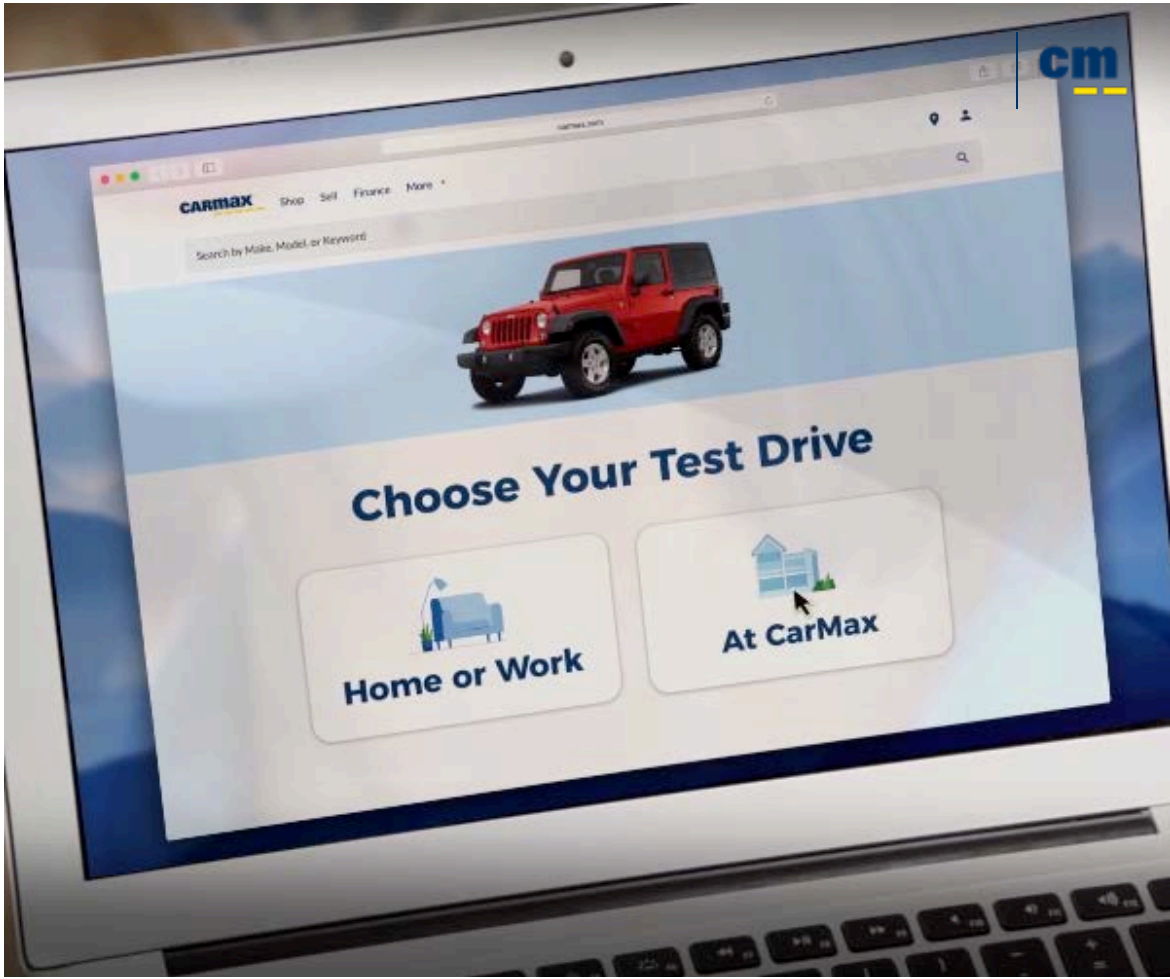
…that we will seamlessly stitch together

Linking the established infrastructure & modernizing the underlying technology to seamlessly move between CarMax's vast digital & physical experiences



Auto retail disruption is unprecedented in speed & magnitude…

The pandemic has further accelerated the transformation, encouraging consumers to adopt digitally-enabled car buying & online sales models



McKinsey 2020 | A future beyond brick and mortar: Disruption in automotive retail

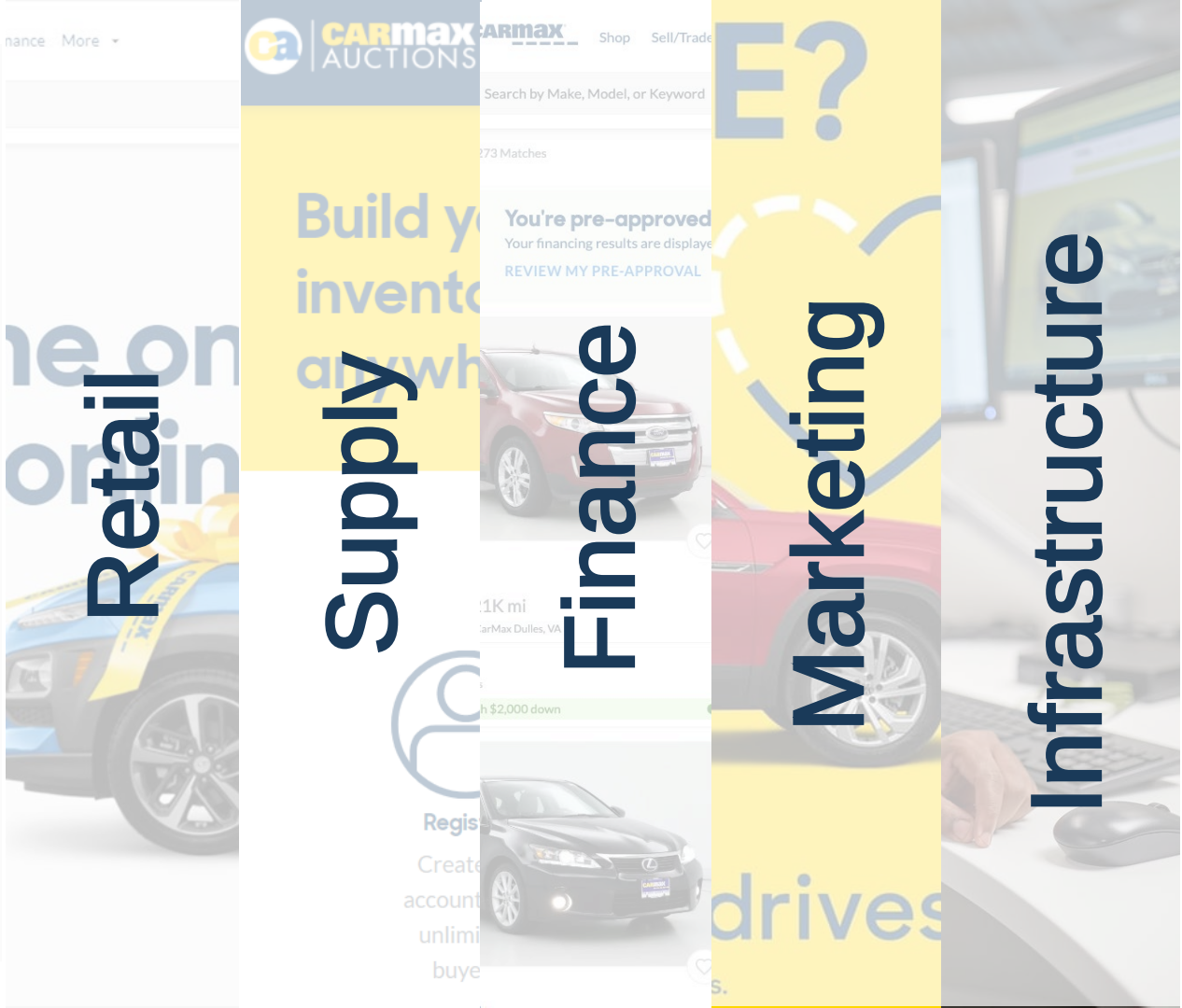
…and winners will be strong, well-resourced brands

It will be those who have strong underlying capabilities and are able to invest to deliver what the consumer is demanding & expecting



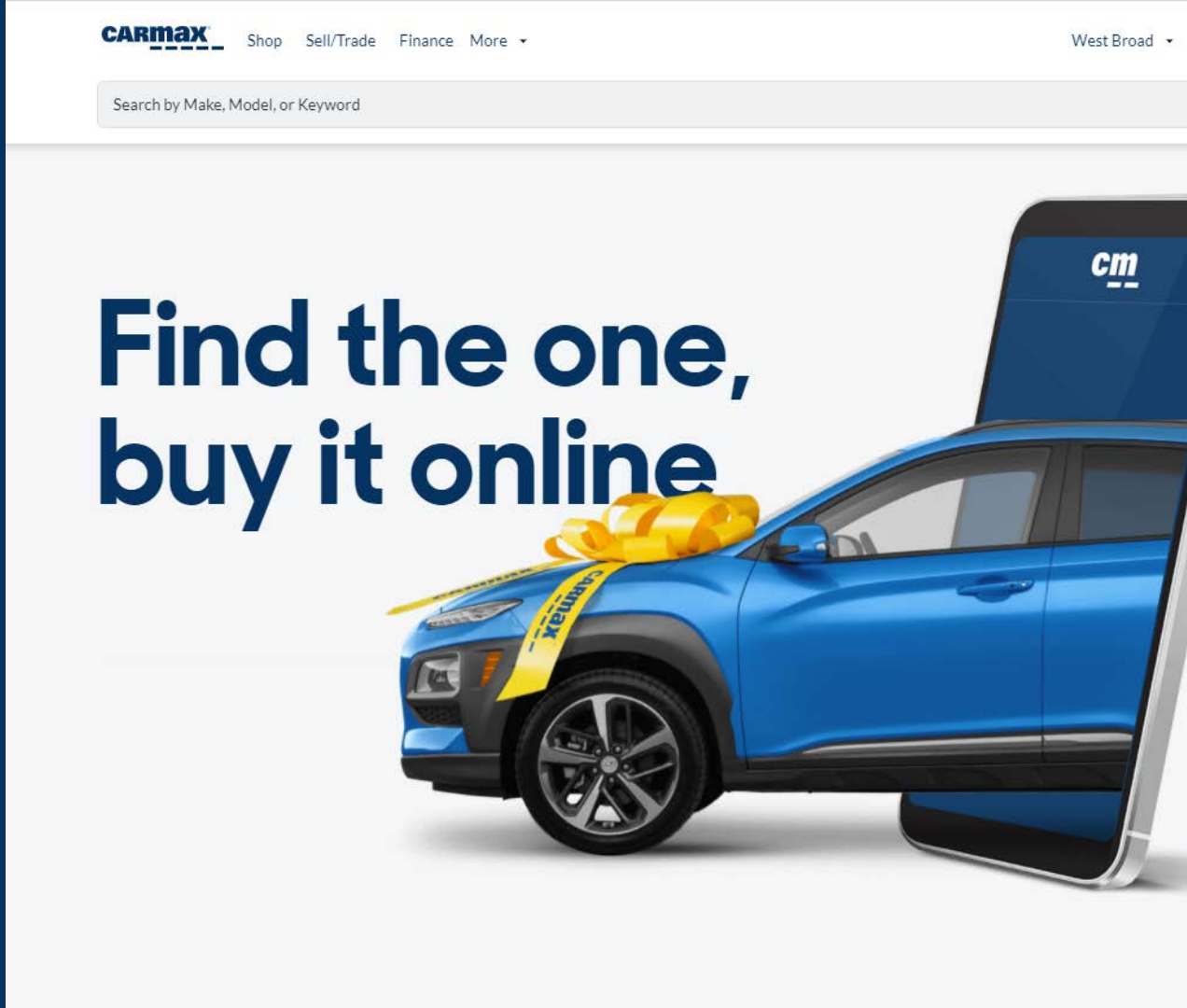
Five areas of focus for unrivaled excellence

Near term focus on core capabilities to buy and sell cars, will strengthen current position while creating optionality for the future



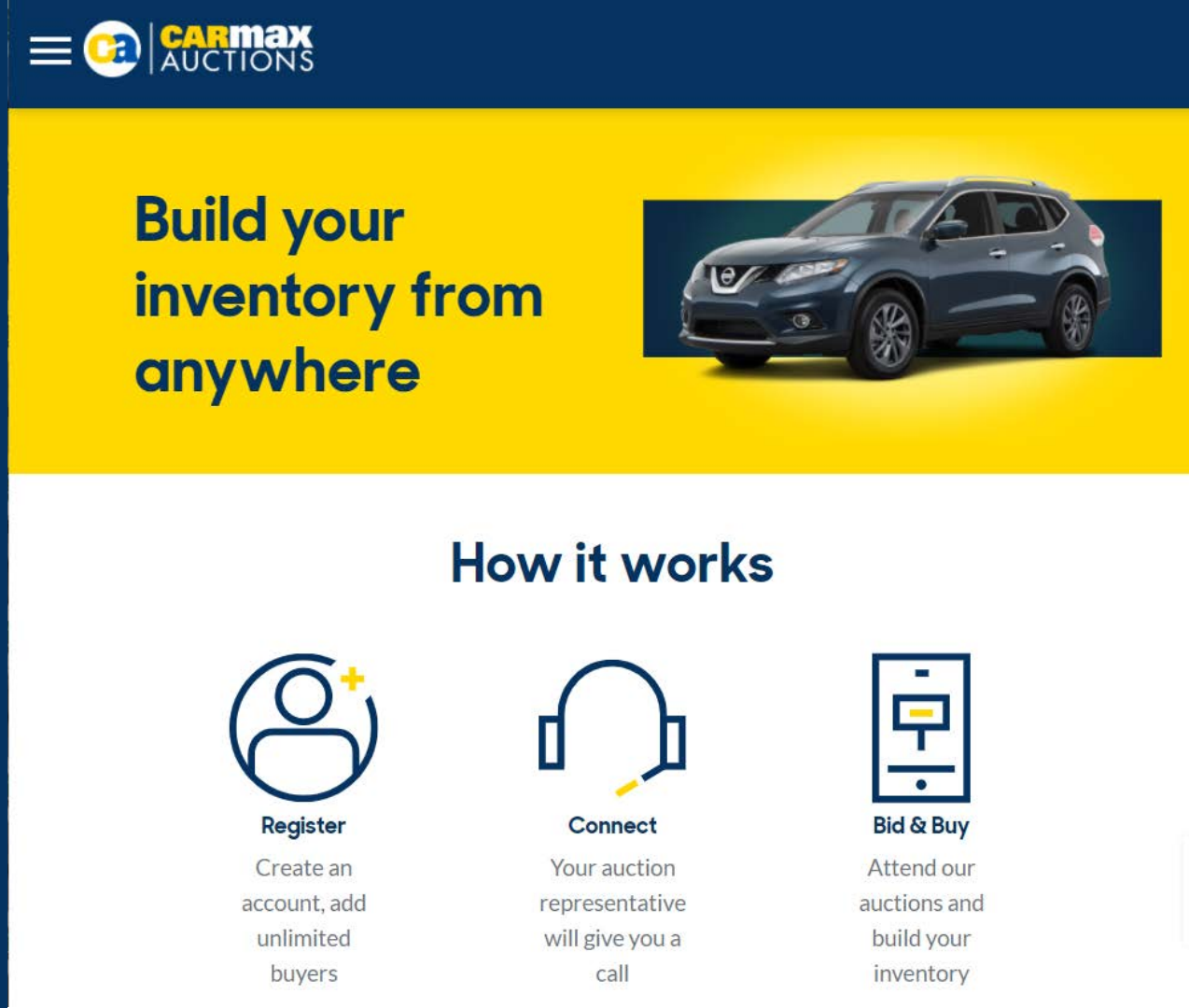
Retail

Unlock self-progression & a seamless experience



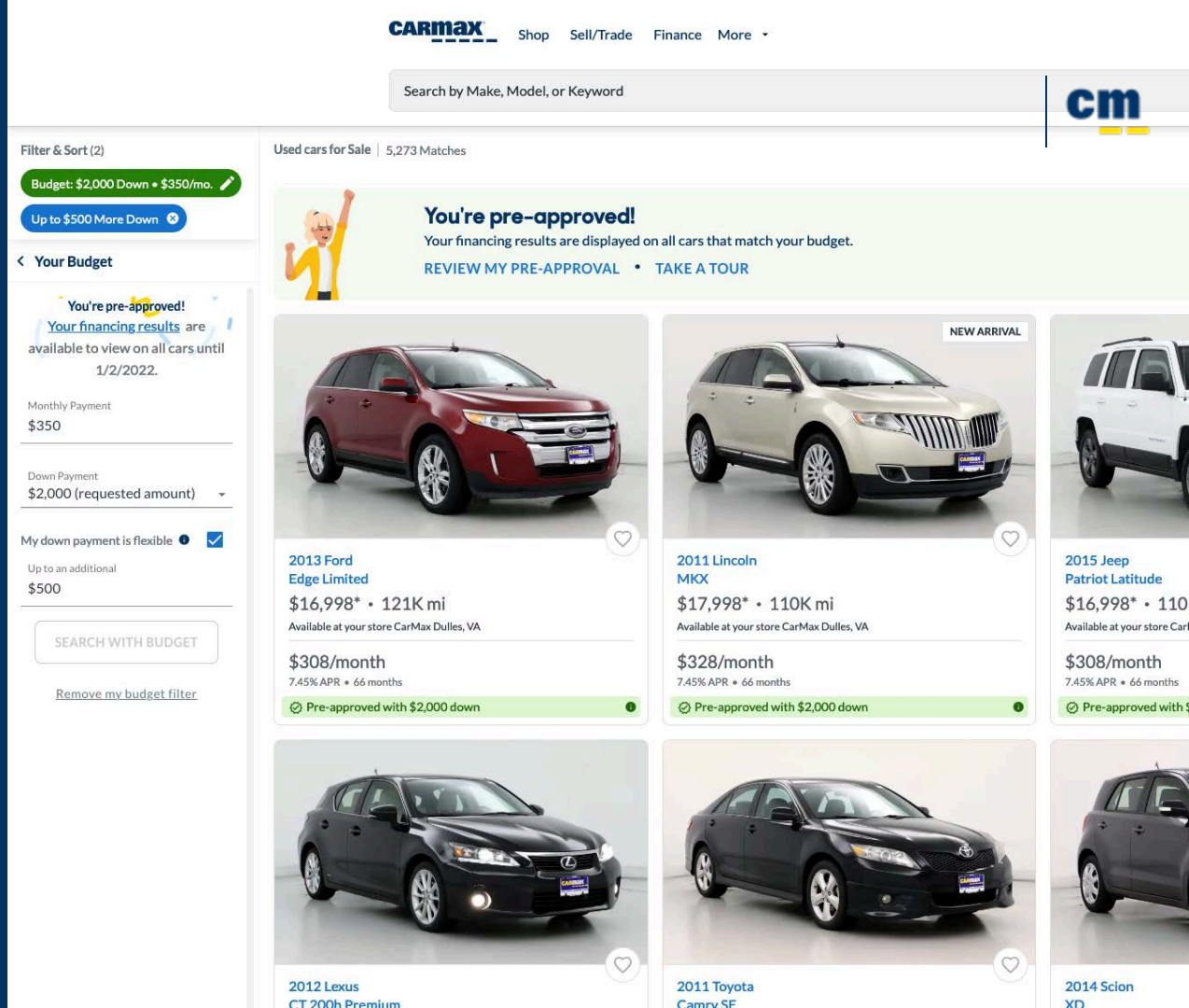
Supply

Make CarMax the best destination for all consumers, dealers, & businesses to sell their car



Finance

Create an integrated & enhanced financing experience



Marketing

Captivate all customers to attract them to CarMax



Infrastructure

Scaling infrastructure to support growth

The most flexible car-buying experience ever

Your way



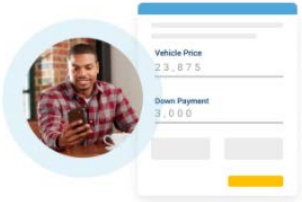
Nationwide inventory

Unless otherwise noted, every car you see online is at a CarMax. You can browse and compare our full inventory and choose from any store in the country.*



Ship from any CarMax

Is your perfect car 1,000 miles away? We can bring it to you from any location with store-to-store shipping.*



Shop how you like

Find your car, get pre-approved, and secure your trade-in offer online, in the store, or any combination of the two.



Home delivery

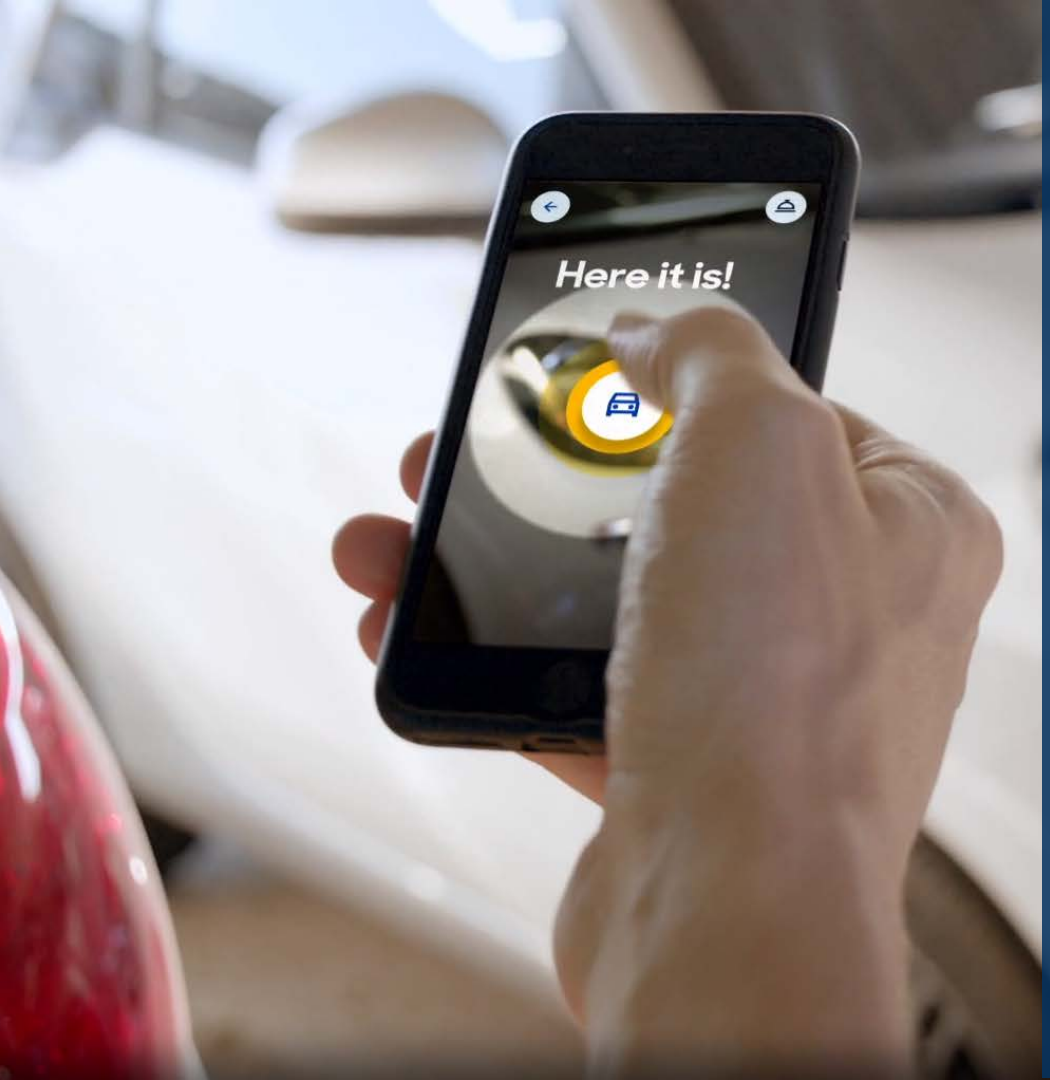
We deliver your car to your home or work. Love it or return it with our 30-day money back guarantee.†

Learn More.

A platform for any car, the CarMax way

Creating the flexibility for CarMax to evolve with and remain a force in auto retail





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