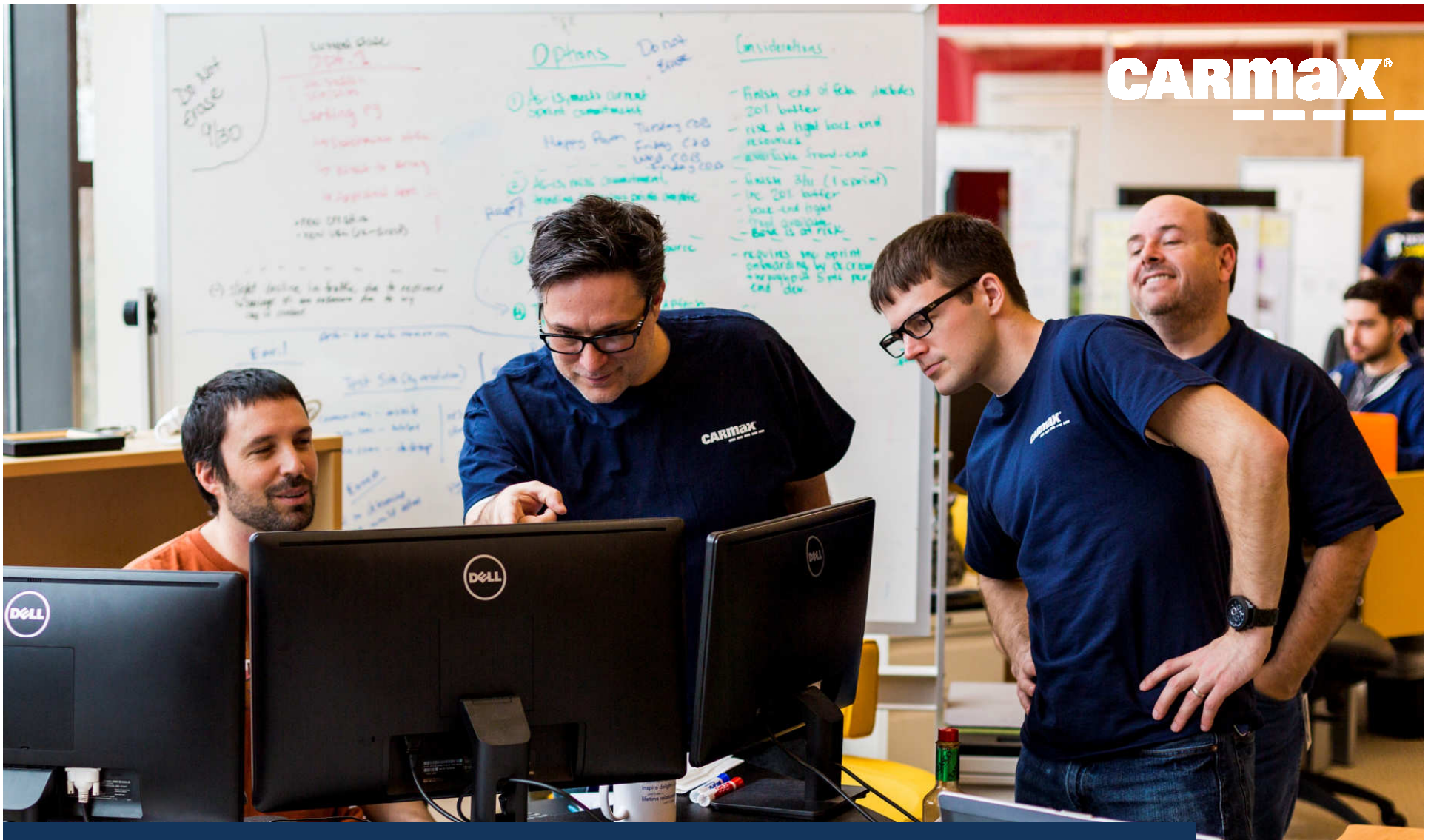


Elevating Customer Experience Through Digital Transformation



Welcome



Our Purpose

To drive **integrity** in the automotive industry by being
honest & transparent in every interaction

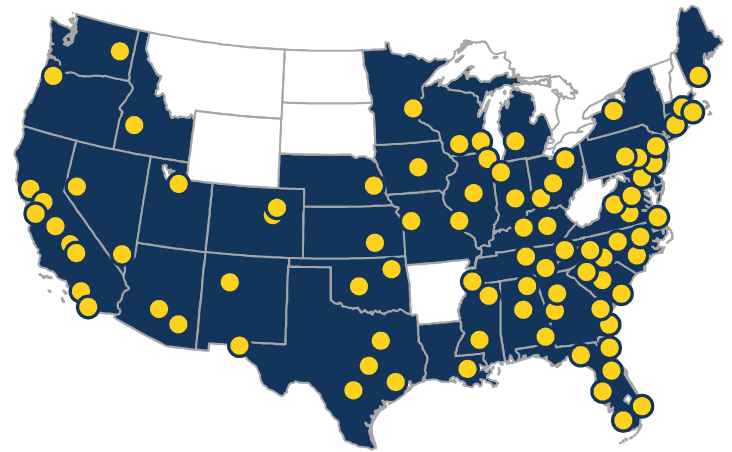


CarMax Differentiates the Customer Experience



About CarMax

- Nation's largest retailer of used cars
- 175+ stores in 39 states
- 55,000+ vehicles to choose from
- 23,000+ associates nationwide
- Retail, Wholesale and Auto Finance



CarMax Successes

6.5 million total retail used vehicles

4.0 million total wholesale vehicles

25.5 million total appraisals completed

Top 10 used car loan originator

FORTUNE 100 Best Companies to Work For® **13 years** in a row



Chief **I**nformation Officer

A used car Salesman!

Honest and Proud One!!!

- **I**dea
- **I**nstigation
- **I**nnovation
- **I**ntegration
- **I**mprovement

CARmax

IT Mission at CarMax

- 
- A man in a blue CarMax shirt and jeans stands at a podium, speaking into a microphone. He is addressing a group of employees seated at tables in a meeting room. Many of the employees are wearing blue CarMax shirts with "ANYTHING DAY" and a yellow fish logo on the back. The room has a blue wall, a large blackboard, and a patterned blue and green carpet. An "EXIT" sign is visible above a door in the background.
- To advance innovative technology
 - To create an unrivaled customer experience
 - To enable the WOW!

CARmax

Why Transform?

- Every company is digital
- If we don't disrupt, someone else will
- Customer expectations are rapidly changing

Key Challenges!

- Inertia
- Talent
- Technology

CARmax

Our Transformation Journey

- Business strategy is the technology strategy
- Both focused on elevating the ultimate customer experience

CARmax[®]



Investing in customer facing and customer enabling technologies to create new capabilities **AND** platforms for innovation, allowing us to enhance our customer and associate experiences.

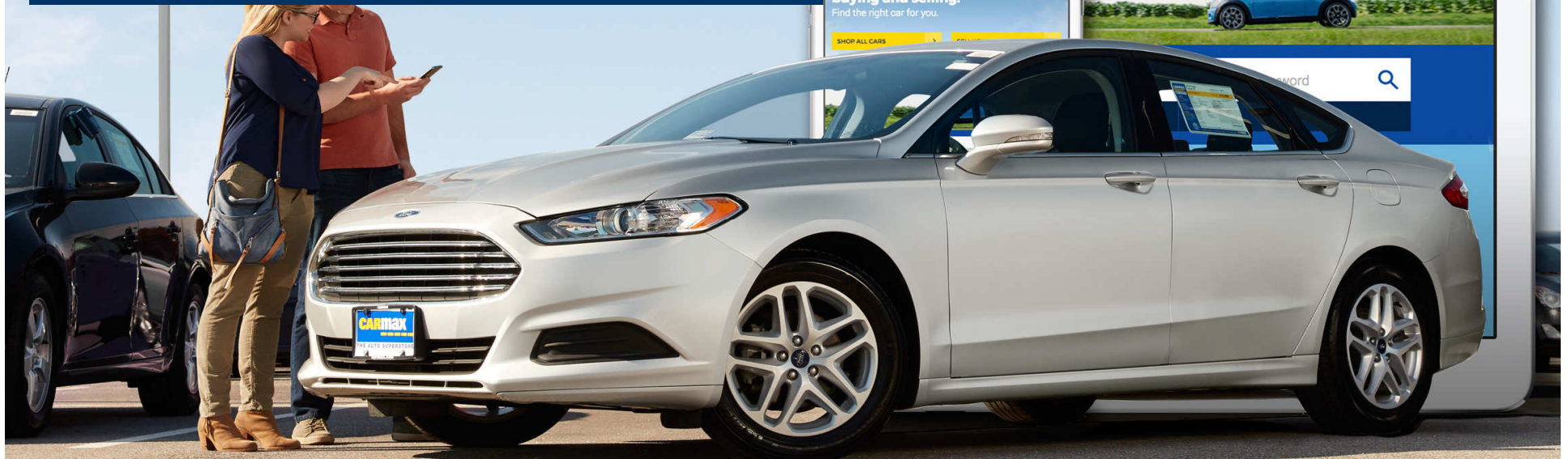
CarMax Differentiates the Customer Experience

Omnichannel Retailer

Mobile-first



In Store



Transformation Success Attributes

- Leadership alignment
- Talent
- Product mindset



CARmax

Leadership Alignment

- Alignment all the way to the top, including Board
- Fostering a culture of innovation
- Digital safari

Talent

- Attract, retain, develop

CARmax[®]

Talent

- Shock the system

CARmax[®]







Talent

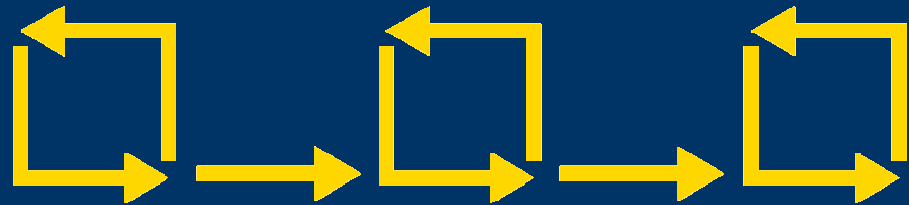
- Shift in Technology Philosophy - Rent, buy, build

CARmax[®]

Product Mindset

Innovation Approach

Agile

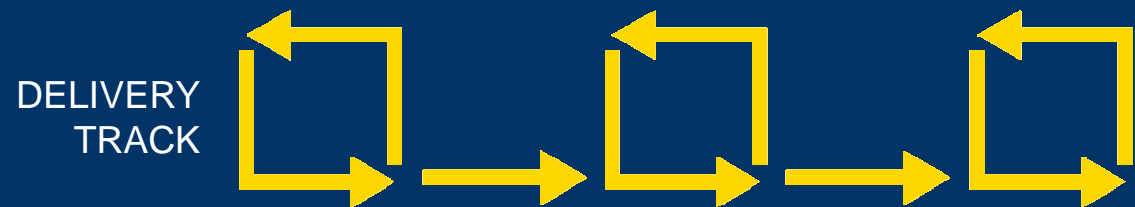


CARmax[®]

Product Mindset

Innovation Approach

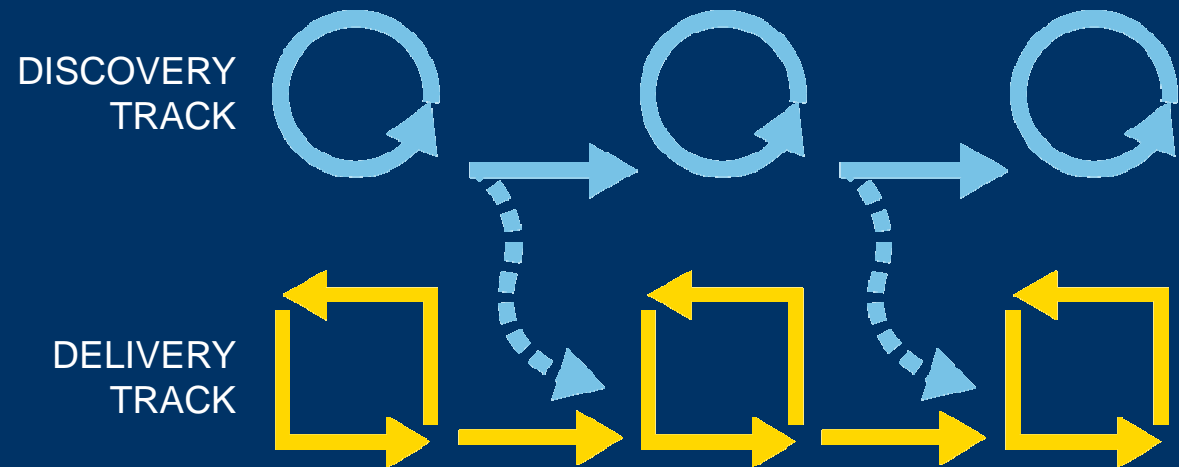
Dual Track Agile



Product Mindset

Innovation Approach

Dual Track Agile



Product Mindset

Innovation Approach

Product Teams



Product Mindset


Innovation Approach

Product Teams



Product Mindset





Innovation Approach

Fail Fast | Fail Cheap

CARmax

Examples

Empowering associates
Appraisals

Empowering customers
Home Delivery

CARmax[®]



FIND YOUR CAR

SELL YOUR CAR

FINANCING

RESEARCH

Your Store
▼ MIDLOTHIAN, VA

(804) 897-5173

SEARCH

MyCarMax
Sign In | Register
Make A Payment

Saved Cars (0)

Selling Your Car to CarMax

WHAT YOU'LL
NEEDDETERMINING
YOUR OFFER

Schedule your free appraisal at CarMax Midlothian

At CarMax, we'll buy your car even if you don't buy ours. Get an offer in as little as 30 minutes and leave with payment in hand.

WHEN CAN YOU COME IN?

Select Date



Select Time



YOUR CONTACT INFORMATION

First Name

Last Name

E-mail

Phone Number

DURING YOUR VISIT YOU CAN ALSO: (OPTIONAL)

☐

See car(s)

☐

Learn more about financing

YOUR STORE:

901 Murray Olds Drive
Midlothian, VA 23114
(804) 897-5173

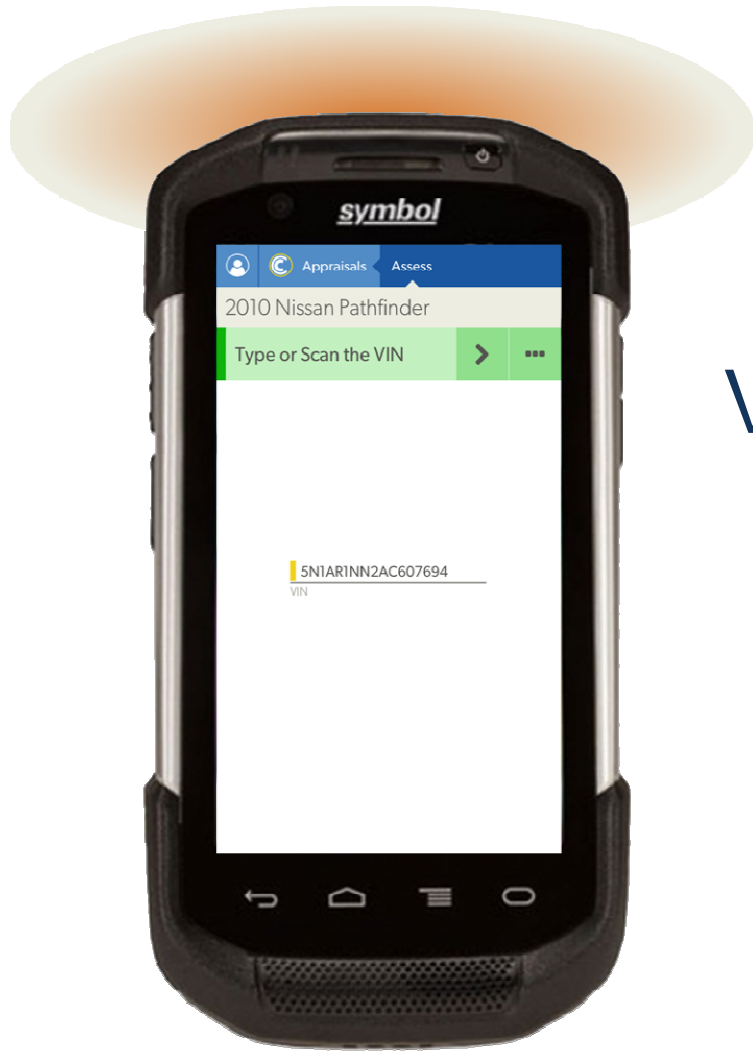
 **SECURE**

SET APPOINTMENT





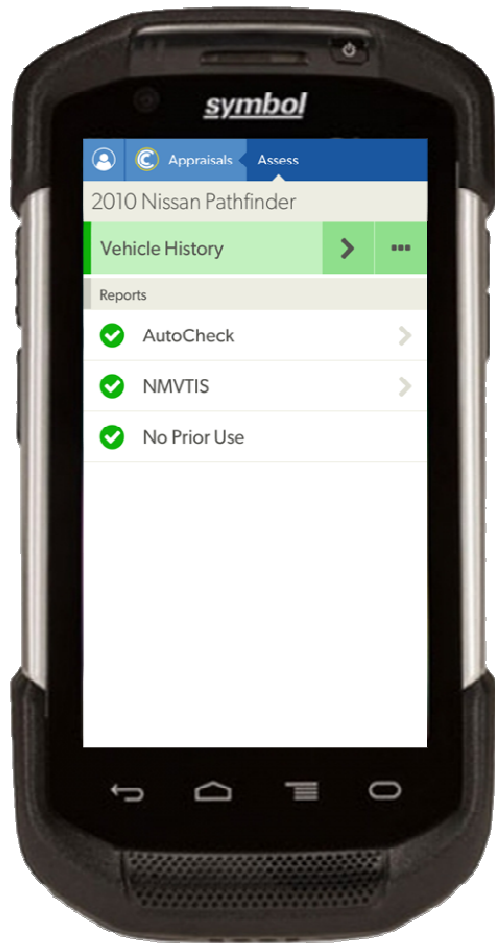
VIN Scan



VIN Scan



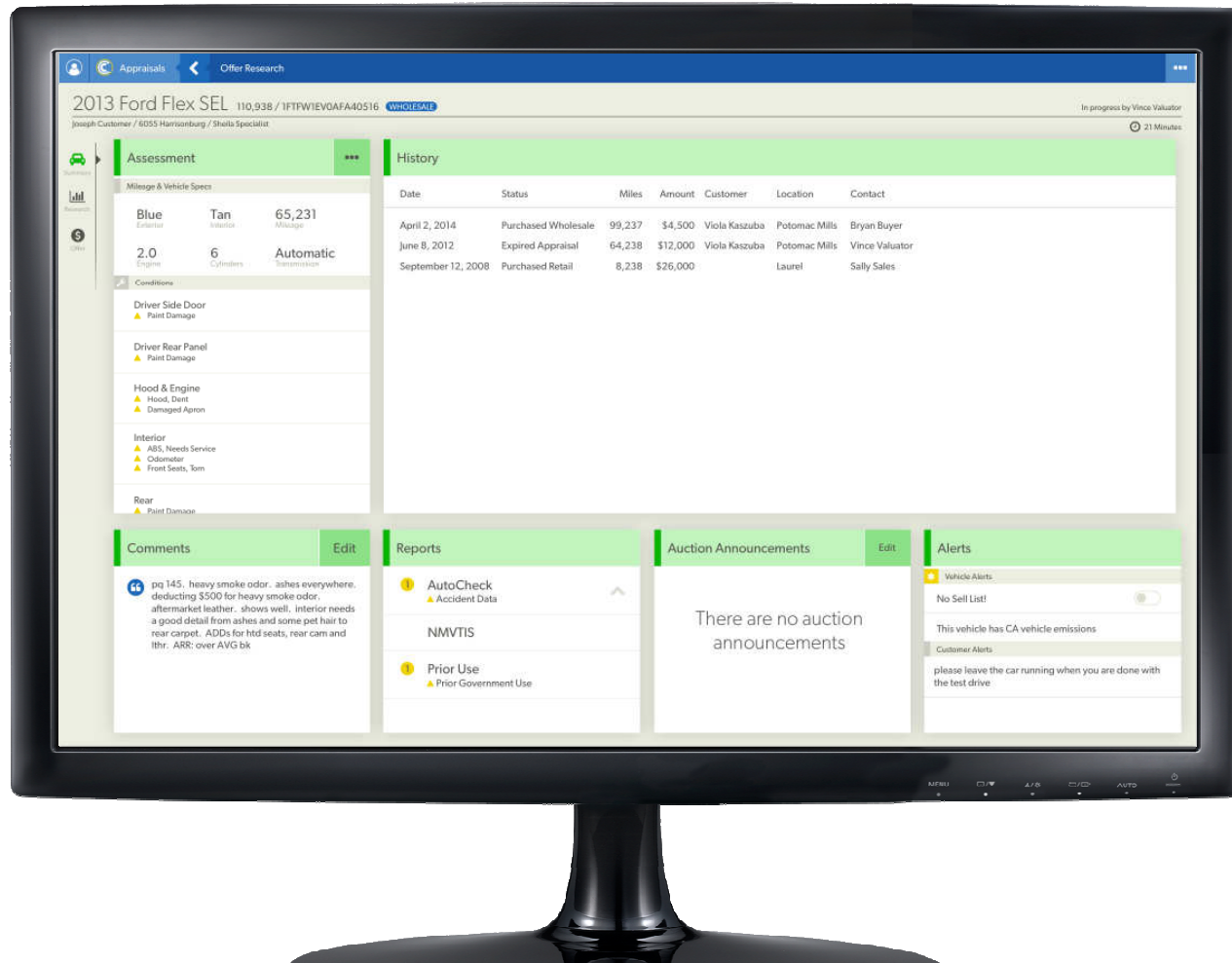
VIN Scan

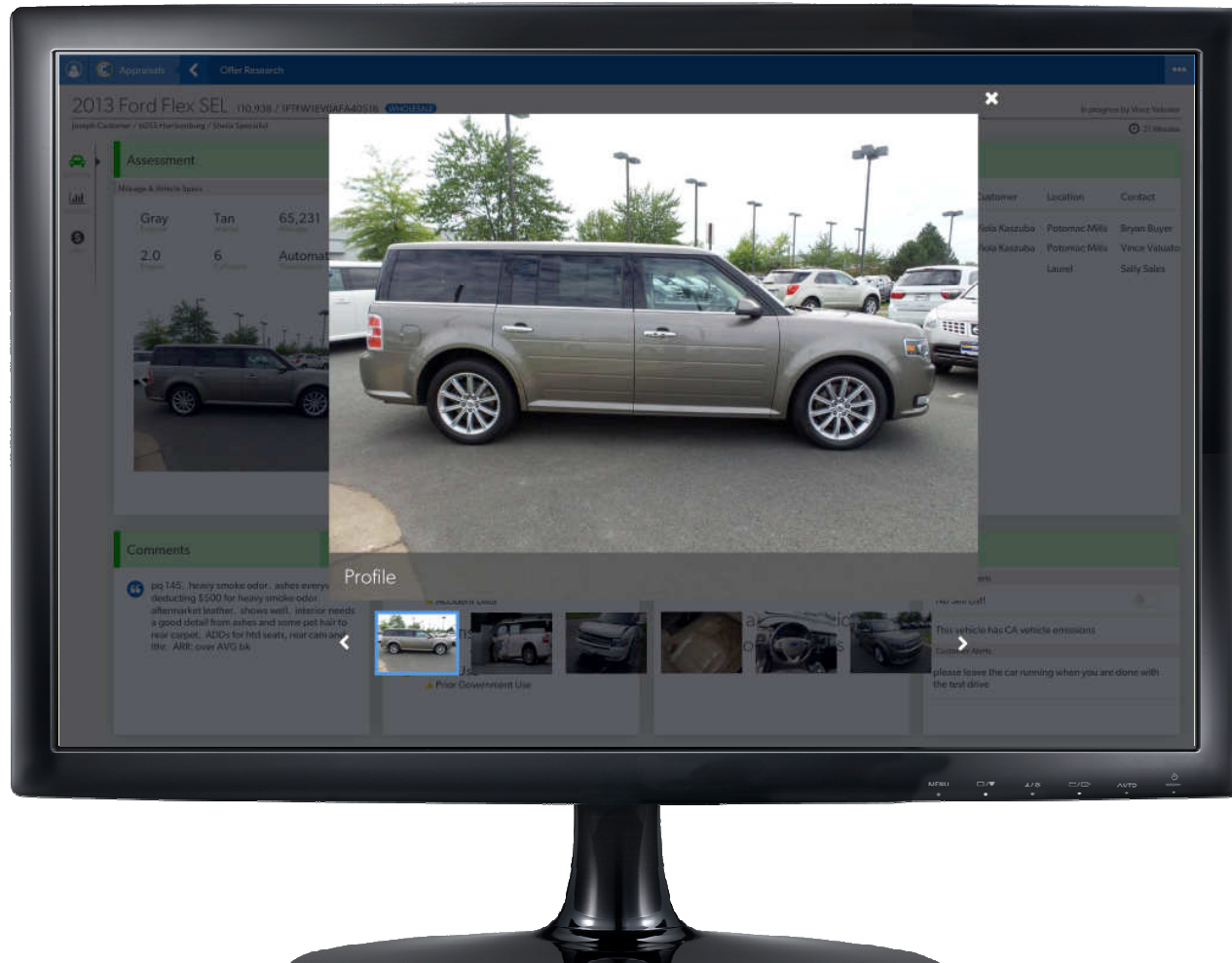


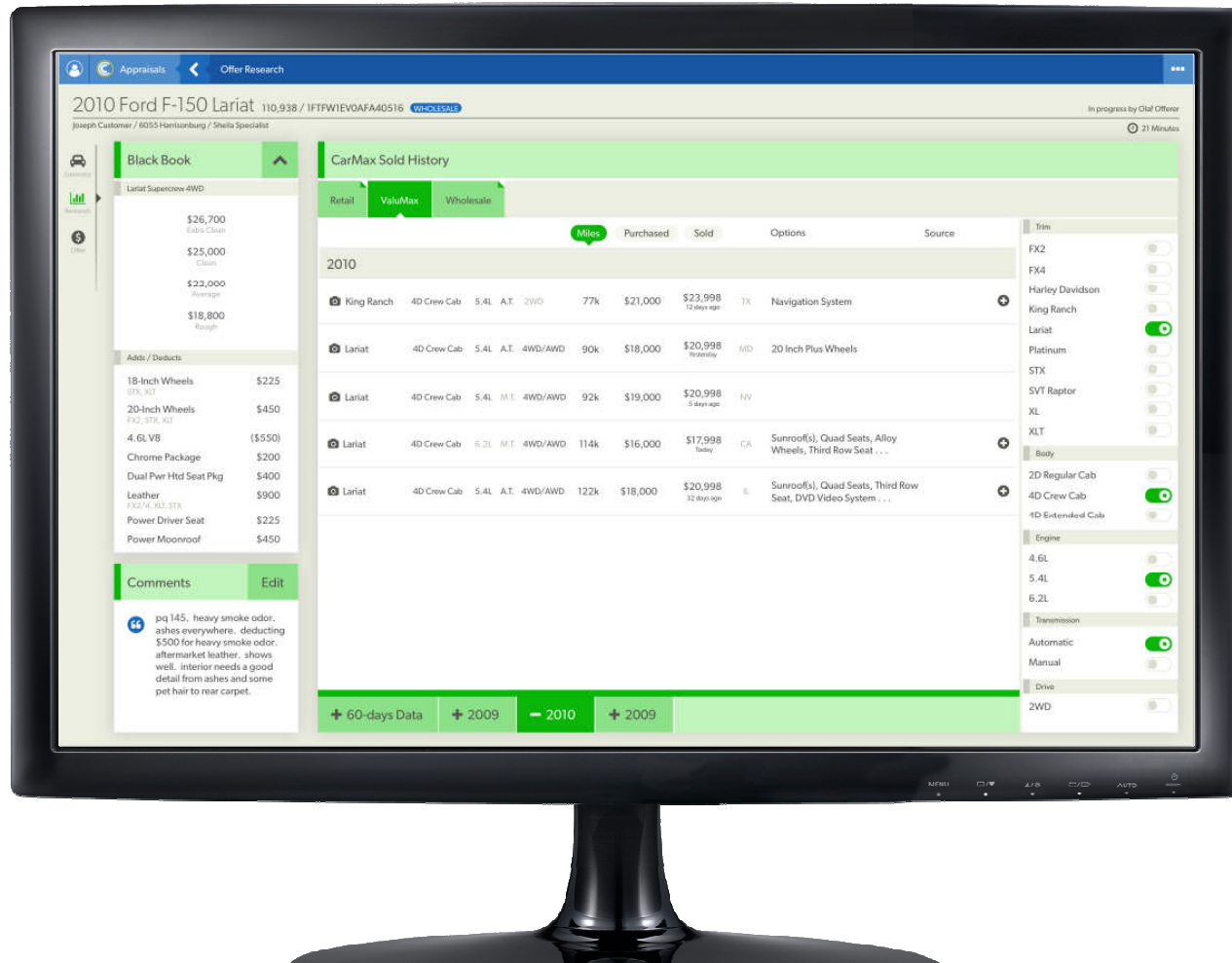
Vehicle History Reports and *Black Book*[®] Invoice Guide

Photo Taking









picture of a clipboard - Google

Home Delivery | CarMax

← → ↻ 🏠

https://www.carmax.com/car-buying-process/home-delivery

☆ 📄 ⋮

📱 Apps

🔖 Managed bookmarks

★ Bookmarks

📌 CarMax

📌 Finance

🏌️ Golf

🔒 Security

📺 ESPN

🏠 Real Estate

📊 CIO Success and Research

📌 Salesforce

»

📍 Your Store

▼ MIDLOTHIAN, VA

📞 (804) 897-5173

🔍 SEARCH

🚗 MyCarMax

Sign In | Register

Make A Payment

♥ Saved Cars (0)

▼

CARmax

FIND YOUR CAR

SELL YOUR CAR

FINANCING

RESEARCH

Home Delivery

Buy your next car from the comfort of home!*

Now you can do everything without ever visiting our lot.

1

FIND YOUR CAR

Find your car, then a customer specialist will give you a call to get started.

LET'S GO >

2

FINANCING

If you'd like to finance your car, your customer specialist will walk you through your financing options.

LEARN MORE >

3

AT-HOME APPRAISAL

If you need to sell your current car, you can get an offer without ever going to the store!

LEARN MORE >

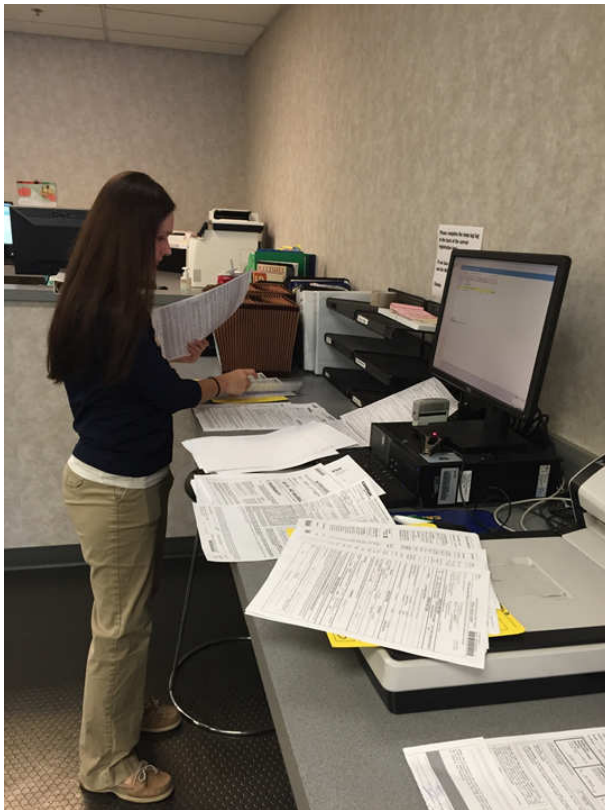
4

TRY AND BUY

We'll deliver the car to you for a no-obligation test drive. If you like it, you can buy it on the spot!

LEARN MORE >

Home Delivery



Home Delivery



Take Away

- Disrupt yourself before you need to
- Company initiative, not just IT
- Develop the right talent
- Shock the system
- This is the new norm



CARMAXDIGITAL.COM



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FORTUNE

500

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