

### Abstract

The use of a 22 billion dollar technology in a trillion-dollar industry sets Carvana apart from other company in the automobile industry. Technology is diminishing the role of cars dealerships in the United States and posed a numerous threat to new and used car dealerships. However, multiple online car dealers in the U.S. are now chipping away at the advantages held by used car dealers and the traditional marketplace style of online sales platforms. The internet has made it easy for customer to complete much of the process of selecting and purchasing a new car. This article addressed the advantages that Carvana has over its competitors and dealerships in the United States. As a the only used car vending machine company in the U.S. for purchasing used cars, the organization is transforming the used car buying experience by giving consumers the option to select from over thirty-six different car makers, great value and quality, transparent pricing, and a simple no-pressure transaction. The focus of this article is to portray a clear image of a purchasing experience through technology and a custom business model that will forever change the future of car buying. Although there is limited information available for this organization due to its recent establishment, the objective of this paper is to not only explore the organization's technological infrastructure and growth strategies, but to also contribute to the existing literature about vehicle shopping experience.