

Root, Inc. and Carvana have launched "Carvana Insurance Built with Root," an integrated insurance solution that allows Carvana customers to secure auto insurance seamlessly during the vehicle purchase process. This innovative platform simplifies the insurance experience by pre-filling customer information, enabling users to evaluate quotes and customize coverage in just three steps, significantly reducing the complexity compared to previous iterations. The service is designed to enhance the online car buying experience, aligning with Carvana's commitment to simplifying the purchasing process. Currently, this insurance product is available in 33 states, excluding California, and is underwritten by Root Property and Casualty Insurance Company in some states and by Redpoint County Mutual Insurance Company in Texas. Root, founded in 2015, utilizes data science and technology to offer personalized insurance solutions, while Carvana, established in 2012, focuses on transforming the car buying and selling experience through technology. Both companies emphasize a customer-centric approach, aiming to eliminate the challenges traditionally associated with purchasing insurance alongside a vehicle.