



CarMax

Locations: Virginia (HQ)
Industries: Retailing

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with Human Rights Campaign's controversial demands, CarMax increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. CarMax uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. CarMax has pledged \$1 million to the Black Lives Matter movement and sponsored a Virginia Pride fest. For these reasons, CarMax receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

CarMax received a score of 75 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

CarMax does not discriminate against religious organizations in its charitable giving. However, it will only give to religious organizations that provide non-sectarian services (1). The company's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (2)(3).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. High Risk

CarMax does not provide viewpoint protections for its employees (1). The company's HRC 2023 CEI rating indicates the company provides gender transition guidelines for its employees (2)(3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

CarMax's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

CarMax has pledged \$1 million to the Black Lives Matter movement and related causes and sponsored a Virginia Pride fest (1)(2)(3). The company's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

Uses corporate political contributions for ideological, non-business purposes.**High Risk**

CarMax does not operate a PAC or report on its lobbying at this time (1)(2)(3). The company's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (4)(5). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.

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