

NEWS

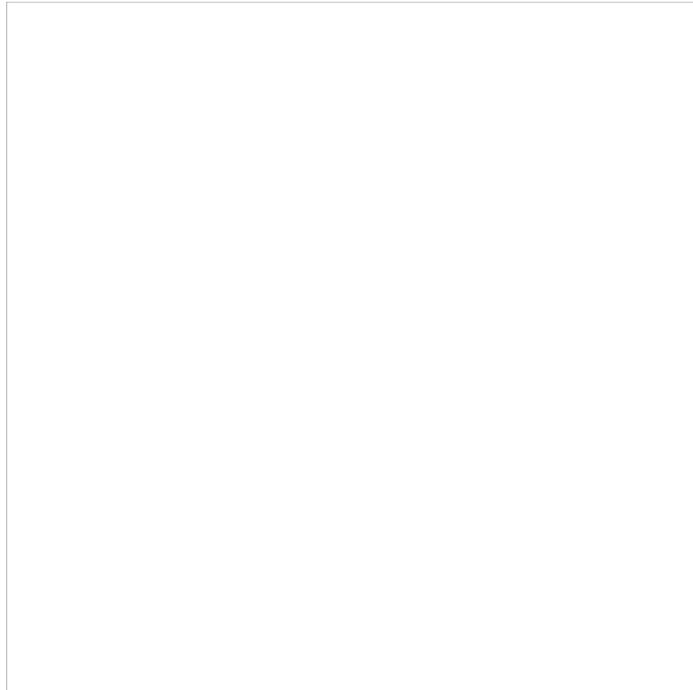
CARVANA AND NRG DEBUT CUSTOMIZED MOBILE CONTENT STUDIO AHEAD OF INAUGURAL ROCKET LEAGUE COMBINE ON NOVEMBER 11-12

Nov 08, 2023

Partnership Brings Together Leading Auto Retailer and Esports Platform to Identify Next Generation of Talent and Develop Immersive Content for Fans

PHOENIX--(BUSINESS WIRE)-- Carvana, an industry pioneer for buying and selling used cars online, and esports authority NRG have announced the inaugural [Carvana | NRG Combine](#) event in search of the world's next Rocket League pro. Ahead of the November 11 - 12, 2023 skills challenge, Carvana has gifted Team NRG a fully custom-wrapped SUV, coined the Dub Wagon, that will serve as a mobile production hub for team content that brings fans closer to the action during the Combine and throughout the year. The Dub Wagon will not only be the team NRG's preferred mode of tournament transport, but it will also be optimized inside and out as a content-ready mobile vlog studio for pre- and post-tournament fan touch points throughout the year. Stationed at NRG's downtown LA headquarters, the SUV will be on site for the inaugural Carvana | NRG Combine, adding an extra element of excitement to this year's event.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231108584149/en/>



Carvana, Team NRG debut the custom-wrapped 'Dub Wagon', to serve as a mobile production hub for fan engagement. (Photo: Business Wire)

"Our goal is to help find the next pro Rocket League player and help them reach the next level of their career as an esports athlete, but we also wanted to help team NRG level up in a cool, interactive way that reflected our new partnership," said Ryan Keeton, Carvana co-founder and Chief Brand Officer. "We're excited to see the trove of new content that comes from team NRG in the Dub Wagon."

Over two days starting November 11, 2023, the iconic NRG Castle in downtown Los Angeles will host the first Carvana | NRG Combine, which will also stream to viewers across the world via [Twitch](#) and [YouTube](#). Fans and gamers alike can tune in as Carvana and NRG evaluate some of the country's best student esports athletes aged 18 and up, all vying for a chance to make their mark on the esports industry. In collaboration with the [Network of Academic and Scholastic Esports Federations](#) (NASEF), the Carvana | NRG Combine will crown one skilled winner with a one-year content creator contract from Carvana and NRG, in addition to a grand prize of \$10,000.

"With Carvana's help, we have the rare - and thrilling - opportunity to discover fresh, new talent in Rocket League. We're equally excited to revolutionize how we connect with our fans through the Dub Wagon. This mobile content studio embodies NRG's commitment to innovation and community engagement, not just inside the arena, but in the digital world where our fans live and breathe esports," said Brandon Tortora, VP of Sales and Partnerships for NRG.

For news and updates ahead of the Carvana | NRG Combine on November 11, 2023, follow Carvana, NRG, and NASEF's social media channels [@gocarvana](#), [@nrggram](#), and [@naseffgg](#).

About Carvana

Carvana is an industry pioneer for buying and selling used vehicles online. As the fastest growing used automotive retailer in U.S. history, its proven, customer-first ecommerce model has positively impacted millions of people's lives through more convenient, accessible and transparent experiences. [Carvana.com](#) allows someone to purchase a vehicle from the comfort of their home, completing the entire process online, benefiting from a 7-day money back guarantee, home delivery, nationwide inventory selection and more. Customers also have the option to sell or trade-in their vehicle across all Carvana locations, including its patented Car Vending Machines, in more than 300 U.S. markets. Carvana brings a continued focus on people-first values, industry-leading customer care, technology and innovation, and is the No. 2 automotive brand in the U.S., only behind Ford, on the Forbes 2022 Most Customer-Centric Companies List. Carvana is one of the four fastest companies to make the Fortune 500 and for more information, please visit www.carvana.com and follow us @Carvana.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20231108584149/en/>

Emily Adams

Carvana Communications

press@carvana.com

Source: Carvana