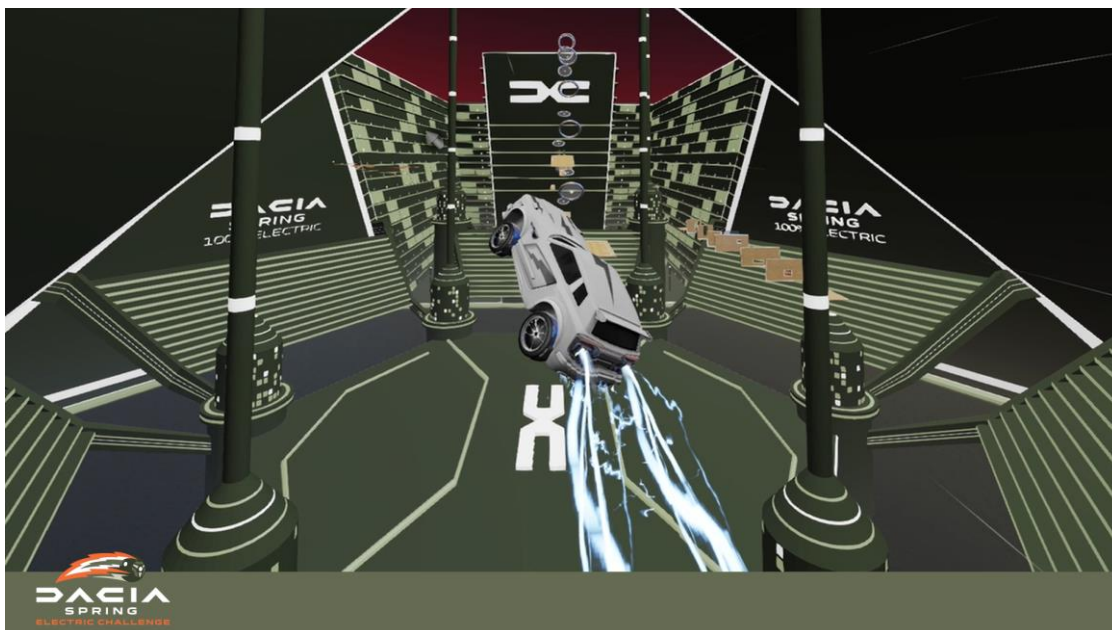


# A HIT GAMING IMMERSION FOR DACIA WITH ITS ELECTRIC ESPORT TOURNAMENT!

- **Undeniable success for the first esports tournament based on an electric theme, launched by Dacia on Rocket League: «Dacia Spring Electric Tournament».**
- **Throughout the month of April, amateur and professional players of this famous video game immersed themselves into the Dacia universe, participating in a unique tournament and traveling along the 100% electric, immersive map created especially for the occasion.**



More than 300 teams competed in Europe for the tournament, using customisation items in order to transform their vehicle in accordance with the electric theme. This was a special competition that spoke to its public, garnering more than 18,000 viewers during the grand finale.

The European dimension of this collaboration between Dacia and Rocket League has reached over 120 million<sup>1</sup> people in Europe and has generated hundreds of content creations across social media as well as thousands of views on video streaming platforms such as Twitch and YouTube.

The grand finale of this tournament was played between the Suhhh team and the famous Vitality team. The Dutch team Suhhh won the final.

A great first experience for players who were able to participate in a tournament using the electric codes, and training on a course representing a 100% Dacia-created city, completely electric-powered. The "Dacia Spring Electric Challenge" map was created by three world-renowned map makers from Rocket League: @Lethamyr, @Gidek and @MrSwaggles. It was ranked the most popular map in one month: the best rated, the most downloaded and the most played with over 30,000<sup>2</sup> participants, including world-renowned teams such as the Vitality team.

"At Dacia, we have our heart set on creating value with a soul. And this is what we wanted to convey during this immersion in the Rocket League universe. By investing in the gaming world, Dacia communicates in a different way about new mobilities and engages with younger generations, thus showing the face of a dynamic and accessible brand, like Spring, its 100% electric vehicle."

**Giovanni COSTA**, Creative Content Director

To see this collaboration through to the end, Dacia also sponsored the European branch of the official world championship "Rocket League Championship Series", especially helping with the broadcasting during the final of the [Electric Airshow Dacia](#), highly acclaimed during the championship.

**Download content (pictures and video):** [HERE](#)

<sup>1</sup> Figure which group together all the data for 5 countries (France, Germany, Italy, Spain, Romania) on their press, influence and digital impact.

<sup>2</sup> <https://steamcommunity.com/sharedfiles/filedetails/?id=2789353463>

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## ABOUT DACIA

Born in 1968 then relaunched by Renault Group from 2004 all across Europe and Mediterranean countries, Dacia has always offered the best value for money cars, by constantly redefining the essentials.

As a game-changer, Dacia proposes simple, multi-purpose, reliable cars in tune with customers' lifestyles.

Dacia models became a reference on the market: Logan, the new car at the price of a used one; Sandero, the best-selling retail car in Europe each year since 2017; Duster, the best-selling SUV to European private customers since 2018; Spring, the champion of the accessible electric mobility; Jogger, the C-segment versatile family car.

Present in 44 countries, Dacia has sold more than 7,5 million vehicles since 2004.