

# DACIA SPRING 100% ELECTRIC LAUNCHES AN UNEXPECTED ESPORT TOURNAMENT ON ROCKET LEAGUE

- Dacia is celebrating the first anniversary of Spring, the 100% electric city car, and is holding a Rocket League video game tournament called the "Dacia Spring Electric Tournament".
- Using the gaming codes, Dacia is committed to raising the awareness of the challenges of electric vehicles among today and tomorrow's consumers.
- With Spring in video games as well as in real life, the electric car is now accessible to everyone.

## What if we all went electric?

From April 5 to 24, Dacia is organising in Europe the "Dacia Spring Electric Tournament", the first esports tournament where players are invited to customise their cars to make it as electric as possible. The brand's goal is to show to young people that they have succeeded in the challenge of making the electric car more affordable to all, thanks to the Dacia Spring!



## DACIA LAUNCHES A NEW ESPORT TOURNAMENT: THE "DACIA SPRING ELECTRIC TOURNAMENT"

To take part in the tournament, players must form teams of three and are invited to customise their car with electric items. **The idea? Show how easy it is to go electric, even for gamers.** The teams will then compete in several games. **Players can register now at the following link: <https://linktr.ee/Daciaspringelectrictournament>.**

The tournament will be open to all from April 5th to 24th and will be punctuated with 9 meetings, 4 of which will be broadcast and commented by Rocket Baguette, the game's official French commentator collective, with an average of 13 million viewers worldwide. Each match can also be replayed on the players' Twitch channels. **At the end of the competition, the winning team members will each receive a prize of €5,000 plus the chance to take the Dacia Spring for one-off four-week test drive.**

## DACIA SPRING USES THE CODES OF GAMING TO SPEAK DIRECTLY TO YOUNGER GENERATIONS

With the average age of video game players being 36, video games have become a leisurely activity for all generations, not strictly adolescents.

Dacia Spring has democratized electric mobility. Initial socio-demographic analyses of our customers show an over-representation of younger customers. In France, for example, the 18-49 age group accounts for 20% more Spring consumers than for other Dacia models.

This is an innovative generation that embraces the spirit of sharing and teamwork. These are also strong values that Dacia shares with the video game Rocket League.

Dacia also created the "Dacia Spring Electric Challenge" map, in order to allow players to train. A universe completely dedicated to Dacia Spring, which players can explore at their leisure while trying to achieve the highest score. This map was imagined and designed by two experts in that field: the gamer @Lethamyr, influencer, specialist in map creation and followed by over 1.4 billion people, and the game designer @Gidek, one of the most renowned map makers in the world.



## WITH SPRING, EVERYONE CAN DRIVE ELECTRIC



One year after its launch on spring day 2021 with more than 60,000 orders already, Dacia Spring, 100% electric city car, has democratized electric mobility. Popular in many countries, Spring has even received the prestigious European award of the *Best Buy Car of Europe 2022* (International Jury Autobest).

Dacia Spring offers a look that is both SUV and modern, while being versatile and practical in everyday life, easy to use and to recharge. It's the 100% electric city car for everyone.

Putting on a video game tournament, Dacia can directly reach the younger generations, who are even more aware of the challenges of sustainable mobility. With Spring, in video games as in real life, the electric car is now accessible to most people.

“For its first anniversary, we want to show that with Spring, electric mobility is accessible to everyone, especially to the younger generation. Esport and more globally gaming is in full growth; Rocket League became free and accessible for everyone in 2020. It seemed to us a great game to communicate in a different way on the stakes of the electricity sector, especially to young people.”

Valérie Candeiller - VP, Dacia Brand Marketing Communications

### ABOUT DACIA

Born in 1968 then launched 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 its customers' lifestyles. Dacia models became a reference on the market: Logan, the brand-new car at the price of a used one; Sandero, the most sold car to European private customers; Duster, the most affordable SUV; Spring, the champion of the accessible electric mobility in Europe. Dacia is a Renault Group brand, present in 44 countries. Since 2004, Dacia has sold more than 7,5 million vehicles.

\*Twitch :  
- More than 20% of the viewing content on Twitch is dedicated to esports  
- 5 billion hours of viewing, representing an increase of 83.1% compared to last year  
- It represents 67.6% of the streaming market share  
- An increase of 62.7% of viewing time (2 hours per day)  
- More than half of users are between 18 and 24 years old  
- Twitch: The record-breaking streaming platform (influence4you.com)

\*Sources Dacia Spring: GWI-G5

### PRESS CONTACTS

**Christophe Lavauzelle**  
christophe.lavauzelle@dacia.com · +33 6 09 09 25 44

**Camille Jallu**  
cjallu@webershandwick.com · +33 6 09 54 62 00

**Emilie Barrail**  
ebarrail@webershandwick.com · +33 6 81 50 50 70

