

Porsche teams up with ESL FACEIT Group for DreamHack Dallas, Overwatch® Championship Series

28/05/2024 The new all-electric Macan will be featured at the gaming lifestyle festival.

Atlanta– Porsche has been named the Exclusive Automotive Partner of the first-ever Overwatch® Championship Series (OWCS) Major at DreamHack Dallas, one of the most popular gaming festivals in North America. The collaboration marks Porsche's first major partnership with an esports tournament operator, and an expansion of the brand's partnership with Overwatch 2.

"This is the perfect setting for Porsche's first partnership with an esports tournament," said Ayesha Coker, Vice President of Marketing for Porsche Cars North America (PCNA). "OWCS and festivals like DreamHack offer new avenues to inspire the gaming community and reach the next generation of drivers, showcasing incredible new cars, like the new all-electric Macan, at the same time."

The OWCS Major is considered one of the premier events in the competitive Overwatch scene. As an

official partner, Porsche will present the competition's Most Valuable Player a special edition Porsche watch. In addition, fans can meet the MVP for photos and autographs and see the new all-electric Macan after the Grand Finale.

Fans will also get exclusive access to custom content inspired by Porsche's new all-electric Macan– which inspired one of Overwatch 2's latest Legendary skins for D.Va.

"Porsche's history of innovation and groundbreaking design are uniquely aligned with the Overwatch community's passionate and tech-savvy fans," said Jasmin Haasbach, VP, Global Brand Partnerships, ESL FACEIT Group DreamHack's parent company. "We're excited to bring these two celebrated brands together at DreamHack Dallas."

DreamHack Dallas will take place the weekend of May 31st to June 2nd at the Kay Bailey Hutchinson Convention Center. It is one of North America's biggest gaming festivals, featuring meet-and-greets with creators and celebrities, cosplay competitions, an indie gaming showcase, and more.

Badges for DreamHack Dallas start at $35 for a single day and $99 for three-day access, with OWCS add-ons to guarantee seating for the event starting at $29. More information is available at: dreamhack.com/dallas/badges.

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