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NEWS

**Embargoed until 11:00 CET Saturday January 21, 2023**

**Kia Europe re-signs as exclusive Main Partner of League of Legends EMEA Championship**

* **Kia Europe renews partnership with esports giant ahead of new season**
* **2023 debuts a new format, adding new Winter Split edition, The LEC Season Finals and an altered format**
* **Season launches with Winter Split on January 21**

**January 21, 2023 –** Kia has renewed its sponsorship of the League of Legends EMEA Championship (LEC) as the Main Partner for the fifth consecutive year via Kia Europe. The 2023 season will launch this weekend with a new Winter Split, which will last until the end of February. This new partnership by two world-wide recognized brands at regional level, underlines Kia Europe’s brand strategy to “think global, act local” with a clear customer focus among a gaming audience that is predominantly based within Europe.

The new Kia logo launched in 2021, signalled the brand breaking away from its traditional manufacturing-driven business model to a renewed focus on creating sustainable mobility solutions. The choice to partner with the LEC is a proof of Kia’s commitment to a more socially and environmentally conscious future. The synergy between Kia´s modern outlook and the tech savvy LEC audience is an ideal pairing, creating a diverse meeting place that unites different generations through a common interest.

The opening game of the season will take place at 18:00 CET on Saturday January 21 between G2 Esports and EXCEL at the LEC Studio in Berlin and online at [lolesports.com](http://www.lolesports.com).

The inaugural Winter Split will showcase LEC’s new in-split format, complete with a double elimination playoff. This will be followed by Spring and Summer Splits, before culminating in the 2023 Season Finale that will offer teams a chance to qualify for the World Championship, which this year will be held in South Korea.

“We are excited to extend our partnership with the League of Legends EMEA Championship, one of the largest and fastest growing esports platforms in the world,” said Jason Jeong, President of Kia Europe. “We look forward to further connecting with and bringing further innovation to the esports community in 2023 as a long-standing sponsor.”

“Kia has been a consistent and reliable partner of the LEC for many years now, so we’re delighted to see the car manufacturer return once more as our Main Partner for the 2023 Season”, said Eva Suarez, Head of Partnerships Esport EMEA. “As a league, we’re constantly striving to innovate and bring the best experiences possible to our fans. Our partnership with Kia, which strives for innovation in everything it does, will allow us to level-up our offering and bring our followers incredible experiences throughout the season.”

– Ends –

**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a global mobility brand that is creating innovative, pioneering and leading sustainable mobility solutions for consumers, communities and societies around the world. As a Sustainable Mobility Solutions Provider, Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging people around the world to explore the best ways of getting around.*

*Kia Europe, headquartered in Frankfurt, Germany, employs in total over 5,500 employees from 37 nationalities in 39 markets across Europe and the Caucasus. It also oversees European production at the company’s state-of-the-art facility in Zilina, Slovakia.*

*Kia’s innovative products continue to attract great acclaim, notably the EV6 battery electric vehicle becoming the first Korean car to be named European Car of the Year in 2022.*

*Further information can be found here:* [www.press.kia.com](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.press.kia.com%2F&data=05%7C01%7CPGHuerta%40kia-europe.com%7C02ad41a8d23f4c4839fd08da2f631625%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C637874399860348373%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=r0GDqWEVa%2FMjWrJFPsvCxJ8Jw5xmm8JJYQE24POw6B4%3D&reserved=0)

**About League of Legends (LoL)**

*League of Legends (LoL) was launched in 2009 as a free-to-play multiplayer online battle arena (MOBA) game and went on to become the world’s premier esports platform. It has over 150 million registered players worldwide, with over 13 million active on the platform each day. Viewing figures for the 2022 LEC Summer Split peaked at just under 750,000 and was watched for 30.4M hours.*