

The Carvana PPA Tour Unveils Multi-Year Partnership Naming Carvana As New Tour Title Sponsor

Carvana Partners With Professional Pickleball Association, Fastest Growing Community Sport In America

SALT LAKE CITY, UTAH, UNITED STATES, October 6, 2022 /EINPresswire.com/ -- Carvana (NYSE: CVNA), the industry pioneer for buying and selling used cars online was announced today as the title sponsor for the Professional Pickleball Association (PPA) ahead of the 2023 season. Set to break new ground in the burgeoning world of pickleball, America's fastest growing sport, the fastest growing used car retailer in U.S. history continues to forge new partnerships with some of the most engaging and enticing sports brands on the rise. Effective January 1, 2023, the Carvana Professional Pickleball Association is set to serve up happiness to the millions of players and fans who have already flocked to the sport, positioning the sport to attract millions more this year.



Founded in 2018 in Salt Lake City, Utah, The Professional Pickleball Association is the premier professional pickleball circuit in the United States. The PPA ranks the top male and female pickleball players in the world, awarding millions of dollars in prize money each year, with tournament events in dozens of cities across Arizona, California, Utah, Nevada, Georgia, Florida, and more. 2022 saw the PPA host more than 20 events at world-class facilities, with more than 25 events across 13 markets, and five major championships planned for 2023.

“At Carvana, we believe that driving happiness can extend beyond buying, selling and trading in cars. Our promise is to create joyful experiences for our customers at every turn, so this year we’re partnering with the Professional Pickleball Association to serve up smiles with the fastest growing community sport in America,” said Ryan Keeton, Carvana co-founder and chief brand officer. “In the same spirit as making vehicle ownership straightforward and accessible to

everyone, we're helping make pickleball one of the most accessible sports in America by championing players of all levels, all season long, with the sport's premier professional league."

The Professional Pickleball Association has cultivated a one-of-a-kind "Play Where The Pros Play™" atmosphere, leveraging its reputation as the premier provider of professional and amateur events in the rapidly growing pickleball space.

"Even during initial discussions, we realized that Carvana was a company with passionate energy and industry expertise that the PPA could build an enduring partnership with and synergy for years to come," said Connor Pardoe, Commissioner and CEO of the PPA Tour. "As our Tour Title Sponsor, Carvana makes a massive statement about their commitment to our great sport that will help us open doors to players and fans alike."



Carvana's tech-focused approach has improved the way people buy—and sell—cars, demonstrated by its industry-leading Net Promoter Score (NPS) and 4.7 out of 5 star customer experience

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*Connor Pardoe,
Commissioner and CEO of the
PPA*

rating average. Carvana continues to grow, now able to serve more than 80% of the U.S. population across more than 300 markets. With a continued focus on people-first values, industry-leading customer care, technology and innovation, Carvana has become the second largest used automotive retailer in the U.S. and one of the fastest companies to debut on the Fortune 500.

About Carvana (NYSE: CVNA)

Founded in 2012 and based in Phoenix, Carvana's (NYSE: CVNA) mission is to change the way people buy and sell cars. With a continued focus on its customers, technology and innovation, Carvana offers an intuitive and convenient

online car buying, selling, and financing experience. Carvana.com enables customers to quickly and easily shop more than 75,000 vehicles, finance, trade in or sell their current vehicle to Carvana, sign contracts and schedule delivery or pickup at one of its patented, automated Car Vending Machines. Carvana is a Fortune 500 company, providing as-soon-as-next-day delivery to customers in over 300 U.S. markets. For further information on Carvana, please visit www.carvana.com, try our Online Chat, or connect with us on Facebook, Instagram, Twitter,

YouTube or the Carvana Blog.

About PPA Tour

The Professional Pickleball Association is the professional tour for the sport of pickleball, organizing events and rankings for the top male and female pickleball players worldwide and awarding nearly \$3 million in annual prize money offering equal play and pay. With more than 20 events in 2022 at world-class facilities like the Lindner Family Tennis Center in Cincinnati, Riviera Country Club in California, and Las Vegas destinations at the Darling Tennis Center and Mandalay Bay, the PPA Tour is the premier provider of professional and amateur events. Founded in 2018 and based in Salt Lake City, UT, the PPA Tour provides an unparalleled experience for all, inviting players to compete and “play where the pros play,” as well as offering unrivaled venues, food/beverages, live entertainment, VIP experiences, giveaways and games, pro player meet-and-greets, shopping, vendors, and more. Read [Player Profiles here](#) or go to www.ppatour.com for more information.



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