

DXRacer Teams Up with Legendary Sniper kennyS to Write a New Chapter in Esports Legacy

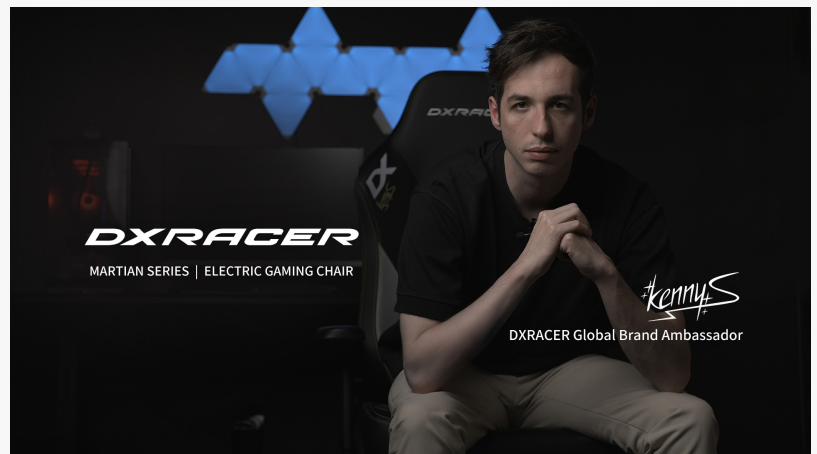
— Honoring Classics with Craftsmanship,
Embracing the Future through Innovation

WHITMORE LAKE, MI, UNITED STATES, June 1, 2025 /EINPresswire.com/ -- [Legendary Alliance: A Fusion of Peak Glory and Masterful Craftsmanship] [DXRacer](#) today officially announced a global strategic partnership with CS:GO legend, 2015 Major champion and 10 times MVP [kennyS](#) (Kenny Schrub) — marking his appointment as DXRacer's first-ever Global Brand Ambassador, representing the brand's full range of gaming chairs and desks.

This collaboration is not only a convergence of two "era-defining icons" but also a decade-spanning tribute to esports nostalgia.

As one of the most dominant snipers in esports history, kennyS is renowned for his lightning-fast flicks and aggressive playstyle, which redefined AWP tactics and instilled fear in riflers even at close quarters.

Since pioneering the professional [gaming chair](#) category in 2006, DXRacer has continuously revolutionized ergonomic standards for competitive esports.



KennyS X DXRACER Collaboration



Martian Pro

[Martian-Pro Series Electric Gaming

Chair]

Debuting through this partnership, the Martian-Pro Series Electric Gaming Chair — DXRacer's industry-first motorized innovation — redefines premium gaming excellence:

1. Industry-First Motorized Adjustment

One-touch recline (90°–135°), instantly locking into optimal angles for sniping precision or all-out aggression.

2. 4D Zoned Lumbar Support

Customizable zones conform to spinal curves, eliminating fatigue during marathon sessions.

3. High-Capacity Li-ion Battery

360-hour wireless endurance per charge, liberating gamers from power constraints.

4. 4D Multi-Directional Magnetic Armrests

Full arm support across postures, whether keyboard, mouse, or controller.

5. Intelligent Ventilation System

Vortex fan + honeycomb airflow design ensures rapid cooling for sustained comfort.

6. Triple-Mode Heating

Low/medium/high settings combat cold-induced stiffness, preserving tactical dexterity.

7. Lumbar Massage Matrix

8-point vibration arrays with 6 modes for targeted muscle relief.

[A Decade of Synergy: From Humble Beginnings to Global Dominance]

The bond between DXRacer and kennyS originated in esports' pioneering era. When the French prodigy first donned his Team EnVyUs jersey, to win the world's most prestigious trophy four months later, DXRacer forged an inseparable alliance with him. From his rookie days grinding through LAN cafe qualifiers to his ascent as the "AWP God" on Major stages, from meticulous equipment adjustments to triumphant roars under the spotlight, DXRacer stood as his silent ally



KennyS Legend Sniper



DXRACER

through every pivotal match point.

Early Days: While the industry dismissed gaming chairs as mere “gaming peripherals,” we established tournament-grade ergonomic benchmarks for pro esports.

Today: Amid an era obsessed with fleeting marketing gimmicks, we partner with kennyS to reignite a generation’s esports memories.

For us, legacy isn’t about replicating the past — it’s about letting history illuminate the future.

[About DXRacer]

1. Creator of the Gaming Chair Category

Born from motorsport heritage, DXRacer’s predecessor specialized in FIA-certified racing seats, collaborating with elite automotive brands. After 3 years of R&D and 10,000+ tests, we adapted race-seat engineering into ergonomic gaming thrones. In 2006, the groundbreaking Formula Series birthed the gaming chair era.

2. Independent Esports Authority

As a fully independent brand with proprietary R&D, manufacturing, and FIA-compliant production capabilities, DXRacer seats meet global certifications. Our 20-year expertise delivers peerless embroidery, leathercraft, and durability.

3. Global Gamers’ Preferred Choice

Partnered with premier leagues (WCG, StarsWar, XPL) and teams worldwide, DXRacer remains the official seat for China’s top esports circuits.

4. Inventing the Gaming Chair, Defining Comfort

Grateful to gamers everywhere, we view our achievements as merely the prologue. DXRacer will continue innovating to craft the ultimate esports lifestyle ecosystem.

Evan He

DXRacer USA LLC

+1 810-626-7061

marketing@dxracer.com

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/817076131>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.