

# 100 THIEVES NAMES LEXUS OFFICIAL LUXURY AUTOMOTIVE PARTNER

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**LOS ANGELES** (July 23, 2021) – 100 Thieves and Lexus have officially announced their sponsorship, making Lexus the first luxury auto partner of 100 Thieves. Lexus seeks to attract the next generation of Lexus buyers by connecting to 100 Thieves’ ever-growing audience of gamers.

As the entitlement sponsor, the 100 Thieves Content House becomes the Lexus Content House. It will incorporate a full build-out of a Lexus Lounge within one of the most successful content houses in gaming. Both brands venture to successfully bridge premium lifestyle and gaming through resonating content developed by 100 Thieves’ very own YouTube and Twitch powerhouses, Valkyrae and Fuslie.

“Lexus sees an authentic connection between vehicles, culture and premium lifestyle. We are thrilled to have found a like-minded partner in 100 Thieves,” said Vinay Shahani, vice president of marketing at Lexus. “Through our collaboration, our goal will be to surprise and delight the 100 Thieves community with innovative content and elevated experiences developed uniquely for them.”

“We are so excited to partner with such a legendary and premium brand such as Lexus,” said Matthew “Nadeshot” Haag, founder and CEO of 100 Thieves. “Both of our brands focus on quality and innovation within each of our industries. We’re so excited to show our fans our new set of wheels and all the amazing content to come out of the content house.”

The sponsorship was announced during the [100 Thieves Content House episode “Trivia Gamer Car Challenge,”](#) which features newly named Lexus ambassadors Valkyrae and Fuslie in the one-of-a-kind, custom Lexus Gamers’ IS vehicle.