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- [IR Home](#)
- [Investor Resources](#)
 - [Shareholder Letters](#)
 - [Investor Materials](#)
 - [Annual Reports and Proxies](#)
 - [Analyst Coverage](#)
- [News](#)
- [Events & Presentations](#)
- [Financial Reports](#)
 - [SEC Filings](#)
 - [Quarterly Results](#)
- [Corporate Governance](#)
 - [Governance Documents](#)
 - [Management and Directors](#)
 - [Committee Composition](#)
- [Contact Us](#)
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 - [Email Alerts](#)



News

Carvana Kicks Off Multi-Year Partnership with Rush Soccer As Front-Of-Kit Sponsor

Jan 13, 2025

Rush Soccer's New Collaboration with Largest Online Auto Retailer Will Support Youth Soccer Development

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling used cars online, is excited to announce a new multi-year partnership with Rush Soccer, the world's largest youth soccer club. Aimed at enhancing the experiences of young athletes and their families across the country, this new collaboration positions Carvana as the front-of-kit partner on all Rush game jerseys.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20250113584641/en/>

Carvana Launches Multi-Year Partnership with Rush Soccer (Photo: Business Wire)

aimed at improving access to youth soccer by reducing financial barriers and enriching the overall soccer experience for players and their families.

Rush Soccer, with its expansive reach of over 60,000 players nationwide, provides a platform for Carvana to engage with families and communities dedicated to supporting and fostering youth sports. Carvana and Rush Soccer will collaborate on various community initiatives

“We are proud to partner with Rush Soccer, an organization that shares our values and our commitment to fostering activities that bring communities together,” said Ryan Keeton, Carvana co-founder and Chief Brand Officer. “We are excited to support the journey these young athletes take, both on and off the pitch.”

In addition to the jersey sponsorship, the partnership will feature Carvana engagements and activations at select Rush events, as well as content collaborations aimed at amplifying the incredible soccer stories happening across

Rush Nation. Carvana will also become the presenting sponsor of two major Rush tournaments, providing further opportunities to connect with soccer fans and families.

“The front-of-jersey partnership for the Rush has always been about aligning with a group that shares our same commitment to young athletes,” said Justin Miller, Rush Soccer CEO. “Carvana exemplifies these values. They recognize the power of youth soccer and its influence beyond the field, especially during the car rides to games, practices, and tournaments which create meaningful moments in a family's soccer journey. Carvana is an extension of our mission and we're happy to have them as our partner. “

The newly designed Rush Soccer jerseys featuring Carvana's logo were unveiled at the United Soccer Coaches Convention on January 11, 2025, with jerseys hitting the field in August 2025.

About Carvana

Carvana’s mission is to change the way people buy and sell cars. Since launching in 2013, Carvana has revolutionized automotive retail and delighted millions of customers with an offering that is fun, fast, and fair. With Carvana, customers can find a car, get financing, trade-in, and complete a purchase entirely online with the convenience of delivery or local pick-up as soon as the same day. Carvana’s unique offering is powered by its passionate team, differentiated national infrastructure, and purpose-built technology.

For more information, please visit www.carvana.com.

About Rush Soccer

Rush Soccer is the largest youth soccer organization in the world with more than 60,000 players in 50 countries. Comprised of 125 clubs around the globe, Rush Soccer has cultivated a reputation of excellence on and off the field all while maintaining a local feel in the communities Rush serves. This expansive global footprint provides unparalleled opportunities for our entire playerbase to pursue pathways all the way to the highest level of professional soccer. Our breadth and depth of programs support our network of local clubs, coaches, staff, and partners.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20250113584641/en/>

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