

NEWS

CARVANA NAMED TITLE SPONSOR OF THE PPA MASTERS, ONE OF PICKLEBALL'S MOST PRESTIGIOUS TOURNAMENTS

Dec 19, 2025

New partnership renames tournament as The Carvana Masters and builds on Carvana's role as title sponsor of the Carvana PPA Tour

PHOENIX--(BUSINESS WIRE)-- Carvana (NYSE: CVNA), an industry pioneer for buying and selling cars online, today announced it will become the title sponsor of The PPA Masters tournament, one of the PPA Tour's largest Slam events. The tournament will be renamed The Carvana Masters, further strengthening the company's long-standing commitment to pickleball fans, players, and the sport's continued growth.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20251218997410/en/>



The Carvana Masters is scheduled for Jan. 12-18, 2026, at Mission Hills Country Club in Rancho Mirage, California.

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As title sponsor, Carvana will help elevate both the fan and player experience at one of pickleball's premier tournaments. This year's event will feature an expanded on-site Carvana presence, including the popular Dink It Challenge, and prize opportunities for fans.

The Carvana Masters will bring together top pros, rising talent, and passionate fans for a week of world-class competition, community, and celebration. Featuring the iconic tradition of players wearing all-white, set against the backdrop of pristine green courts, The Carvana Masters will kick off 2026 in style. The event is

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 Carvana PPA Tour

Founded in 2019, the Carvana PPA Tour is where pickleball's top athletes go head-to-head to determine the best male and female players in the world. The Carvana PPA Tour organizes and conducts tournaments at world-class facilities across the country, establishes player rankings, and showcases the world's best

pickleball week in and week out. Inviting amateur players to also compete and “play where the pros play,” the Carvana PPA Tour offers divisions for every age group and skill level. Characterized by a uniquely festive and fun atmosphere, Carvana PPA Tour events deliver unparalleled experiences for fans on-site, including pro player meet-and-greets, clinics, food, beverages, live entertainment, giveaways, games, shopping, and VIP upgrades. For more information, go to www.ppatour.com, and follow us on social: [Twitter](#), [Instagram](#), [YouTube](#), [Facebook](#), and [LinkedIn](#).

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