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Polestar and Need for Speed Heat To Meet Fans at DreamHack Winter

Electric Car Company, Polestar, To Showcase Polestar 1 at DreamHack Winter 2019

Compete in Need for Speed Heat, Which Features Polestar 1

STOCKHOLM – DreamHack, the premier gaming lifestyle festival, in partnership with [Polestar](#) and [Ghost Games](#), has announced the 2019 edition of [DreamHack Winter](#), [November 29 - December 1](#), will function as a showroom for the Polestar 1 electric performance hybrid car, the first line of cars manufactured by the Swedish company. Polestar 1 is also featured in the latest installment of the immensely popular racing game franchise Need for Speed; [Need for Speed Heat](#), developed by Swedish game developer Ghost Games and released by EA.

“It is very exciting to reveal Polestar as one of our key exhibitors at DreamHack Winter 2019, especially as DreamHack celebrates its 25th anniversary this winter,” said DreamHack Co-CEO Marcus Lindmark. “As the esports target group continues to grow, our number of 30+ and family visitors grow by every event. 85% of our visitors travel by car. In Polestar we found a perfect partner, a Swedish electric-car brand, to promote more progressive and pure travel alternatives to DreamHack festivals.”

Visitors will not only be able to see the Polestar 1 but also take part in a Need for Speed Heat competition in the Polestar booth with the winner securing a weekend to Gothenburg, Sweden, home of Polestar, where they will get to experience the Polestar 1 first-hand together with test-driver Joakim Rydholm.

Need for Speed Heat was released, November 8, featuring the Polestar 1 on the cover and as a hero in the game. The game is released for PC (Origin), PlayStation 4, and Xbox One.

DreamHack will also celebrate its 25th anniversary during DreamHack Winter. The premier gaming lifestyle festival started as a gathering of friends and their computers in a school cafeteria

– with no online access – and has grown into a beacon of internet culture and a gathering place for gamers worldwide featuring everything gaming under one roof.

DreamHack Winter 2019 takes place from November 29 through December 1, 2019. An additional day of the LAN/BYOC has been added and will begin one day in advance on November 28, offering DreamHack BYOC ticket holders the longest LAN in DreamHack history. All other parts of the festival, including the Xbox Game Pass activities, open on December 31.

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ABOUT DREAMHACK

DreamHack is all about entertainment for the digital generation. Founded in 1994 as a BYOC LAN party, DreamHack grew over 20 years to a global phenomenon as the digital festival for today's youth, hosted throughout Europe and North America. DreamHack festivals feature multiple esports competitions, live music, exhibitions, creative competitions, LAN party, cosplay and much more. DreamHack helped pioneer esports and continues to be one of the largest global producers of esports content. Millions of viewers tune in from all over the world to watch DreamHack broadcasts every year. DreamHack events welcomed over 310,000 visitors in 2018.

More information is available at dreamhack.com. DreamHack is part of leading international digital entertainment group MTG. More information at mtg.com.

ABOUT POLESTAR

Polestar is the electric performance car brand jointly owned by Volvo Car Group and Zhejiang Geely Holding. Polestar enjoys specific technological and engineering synergies with Volvo Cars and benefits from significant economies of scale as a result. This facilitates the successful design, development and production of separately-branded, electric performance cars.

Polestar launched in 2017 with the Polestar 1 – a low-volume Electric Performance Hybrid GT with 600 hp, 1,000 Nm and an electric-only range of 150 km – the longest of any hybrid car in the world. In 2019, the Polestar 2 was revealed as the company's first full electric, higher volume premium car designed to compete around the Tesla Model 3. In the future, Polestar 3 will join the portfolio as a fully electric performance SUV.

More information on Polestar at DreamHack Winter at; <https://plstr.car/dhw>

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