

AUTOMOTIVE

Mercedes-Benz builds custom G-Class trunk module for esports championship trophy

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Mercedes-Benz created a custom, electric G-Class vehicle that transported the Summoner's Cup to the championship's arena. Image credit: Mercedes-Benz

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is expanding its presence in the esports industry.

The automaker acted as the official automotive partner of League of Legends publisher Riot Games, accompanying the 2025 League of Legends World Championship from its start in October through the final match on Nov. 9 in Chengdu, China. As part of its role at Worlds 2025, Mercedes-Benz hosted exclusive activations, including a dedicated CLA Art Piece and a specially equipped electric G-Class that delivered the Summoner's Cup to the arena as the official Trophy Carrier.

Championship-ready

The custom-built Trophy Carrier featured a bespoke trunk design to ensure the safety of the Summoner's Cup.



The Summoner's Cup is a trophy with a chrome finish and is enhanced with sapphire details. Image credit: Mercedes-Benz

During the League of Legends Carnival, the vehicle was displayed alongside the CLA Art Piece, a chrome-finished installation inspired by the new Summoner's Cup. The artwork incorporates blue sapphire and gold trim design details.

The CLA Art Piece is part of the "Class of Creators" series, a collection of five CLA-based artworks produced by Mercedes-Benz in collaboration with partners and designers across industries.

This year, Mercedes-Benz also sponsored South Korea's "T1" team, led by South Korean esports gamer Lee Sang-hyeok, who goes by the name "Faker." T1 has reached the world finals for the fourth consecutive year and competed against KT Rolster for the third straight championship title.

The 2025 League of Legends World Championship marked the third time China has hosted the tournament, following editions in 2017 and 2020.

Last month, Mercedes-Benz partnered with record label Universal Music Group and audio software company Dolby to introduce Crafted, an automotive icon that enables music production in its cars ([see story](#)).

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