

PRESS KIT

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# BIO

DELUX is a band from Tijuana, Mexico, pioneers in the independent rock movement that has had success on both sides of the border, extending down to South America. The Tijuana foursome has maintained their pop punk essence and sound for over two decades in 4 full length albums.

DELUX has toured with artists such as *FallOut Boy*, *We The Kings*, *Angels & Airwaves*, *Fenix TX*, *The Sounds*, *Cobra Starship*, *Molotov and Zoe*, to name a few. Having performed on major stages such as Palacio de los Deportes, Lunario @ Auditorio Nacional, Gibson Amphitheater, and played at multiple Warped Tours as well as SXSW showcases, DELUX has been one of the strongest independent latin rock bands in recent history.

In their most recent production *DESCONTROL*, DELUX features collaborations with Scott Russo of *UNWRITTEN LAW* and prior to that, has collaborations with Chris Kirkpatrick of *N'SYNC*, Jordan Pundik of *NEW FOUND GLORY*, Gabe Saporta of *MIDTOWN* and Joey Cape of *LAGWAGON*, to name a few. DELUX recently finished promoting their newest release with a 43 city tour that covered most of MEXICO.

**// Since the release of *DESCONTROL* (2019) DELUX has reached + than 22 million total plays on Digital Platforms //**

DELUX is still relevant and influential in new bands and continues to be a fan favorite in age groups ranging from 18 to 35 years old.

Currently the band is recording their 5th album with producer Yunuen Viveros, former Natalia Lafourcade's music director.

## CIRCULATION national

- Cuautitlán
- Toluca
- Ixtapaluca
- CDMX
- Coacalco
- Tehuacán
- Tlaxcala
- Puebla
- Aguascalientes
- Guadalajara
- Texcoco
- Pachuca
- Chalco
- Mexicali
- Tijuana
- Ensenada
- Xochialco
- Durango
- Zacatecas
- San Luis Potosí
- Durango
- Monterrey
- Saltillo
- Torreón
- León
- Guanajuato
- Morelia
- Mérida
- Cancún
- Querétaro
- Chetumal
- Ixmiquilpan

## CIRCULATION international

- Colombia
- Venezuela
- Estados Unidos

## FESTIVALS

- *Warped Tour* (2005 / 2008)
- *SXSW* (2009)
- *Hell & Heaven* (2020)
- *LAMC*

+125k

+20k

+100k

+7.5k

### TOP FAN BASE (P/PAÍS)

1. MÉXICO
2. EUA
3. CHILE
4. COLOMBIA
5. ARGENTINA

### BAND MEMBERS

MAURICIO PÉREZ  
LEONARDO RAMÍREZ  
IGNACIO ROJAS  
LUIS CAMPOS

### MANAGEMENT

MEMO GARCÍA

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# HIGHLIGHTS

**DESCONTROL** tour spanned **43 shows in 4 months**

DELUX has been sponsored by **NATIONAL BRANDS** like **Gibson, Seymour Duncan, Paiste, Aquarium, Ddrum**

In 2005 DELUX received a **nomination** for **MTV VMA best new artist**

In 2007 DELUX was included in **ALTERNATIVE PRESS' chart 100 bands to see**

Recommended by **BILLBOARD MAGAZINE** upon their sophomore release **ENTRE LA GUERRA Y EL AMOR (2007)**

Their 3rd album \$ was **RELEASED IN JAPAN** by Tower Records

Collaborations with **New Found Glory, NSYNC, We The Kings, Lagwagon, Fenix TX, Hyro The Hero, Stacy Clark, Unwritten Law**

More than 15 tours, and **550 shows spanning 4 countries**

Tours with **Fall Out Boy, We the Kings, Angels Airwaves, Fenix TX, The Sounds, Cobra Starship**





DISCOGRAPHY



DELUX  
2004



ENTRE LA GUERRA Y EL AMOR  
2007



\$  
2010



DESCONTROL  
2019

VIDEOS



(2007) +2m views



(2010) +265k views



(2017) +307k views



(2019) +36k views



(2018) +104k views



(2021) +42k views