

Porsche and Riot Games cooperate for mobile game “League of Legends: Wild Rift”

23/04/2026 Porsche AG and Riot Games, Inc. have entered into a global partnership centered on the mobile game “League of Legends: Wild Rift”. League of Legends is a well-established force in the global entertainment industry and a cultural phenomenon extending beyond gaming into music, television, fashion and live events.

Through its diverse portfolio of titles and regional presence, League of Legends connects with players in China, the United States, Europe, and other international markets.

The partnership reflects the shared objective of both companies to explore new forms of brand interaction within the gaming ecosystem. By combining exclusive in-game content with jointly developed design elements, Porsche and Riot Games are creating new touchpoints for players worldwide.

Deniz Keskin, Director Brand Management and Partnerships at Porsche, commented: “The partnership with Riot Games and League of Legends: Wild Rift enables us to translate core Porsche values such as performance and driving experience into a new digital context. It is our first gaming partnership to include our key Western markets and China at the same time. By combining digital creativity with real-world experiences, we are opening up new ways to engage with the global League of Legends community.”

In-game content inspired by Porsche

A central element of the collaboration is a co-created visual transformation (“skin”) for the Wild Rift character Kai'Sa. The skin features a motorsport-inspired aesthetic and new animations linking the character to Porsche's brand identity. It forms part of the Wild Rift content update “Neon Daredevil,” which introduces high-speed competitions with futuristic vehicles set on an alien planet.

The Kai'Sa skin is complemented by a dedicated in-game vehicle inspired by the latest Porsche 911 GT3, combining Porsche design cues with the visual language of League of Legends.

The update will be available exclusively from April 30 to May 28 as part of the Neon Daredevil event within Wild Rift.

Bespoke 911 GT3 connecting digital and physical experiences

The partnership also extends from the virtual world into physical experiences. A bespoke Porsche 911 GT3, featuring a livery inspired by the Kai'Sa skin design, translates elements of the game into the real world.

Selected creators from the League of Legends community will experience the one-off vehicle at events hosted by Riot Games and Porsche at the Porsche Experience Centers in Los Angeles (USA) and Shanghai (China). In addition, fans will be able to engage with the partnership at selected regional live events.

The bespoke 911 GT3 also features in a short film set in the Wild Rift universe. Filmed near Barcelona, Spain, the production showcases the vehicle in a dynamic car-chase sequence, highlighting the performance capabilities of the 911 GT3, including on sandy off-road terrain.

MEDIA ENQUIRIES



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Consumption data

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Video

Link Collection

Link to this article
https://newsroom.porsche.com/en/2026/company/porsche-gt3-league-of-legends-wild-rift-42204.html

Media Package
https://pmdb.porsche.de/newsroomzips/529a30b7-c5be-4f3a-8b28-9a91d72736b9.zip

External Links
https://wildrift.leagueoflegends.com/