

Game Bundle in the hit game Overwatch® 2

14/05/2024 A special Porsche Bundle is now available for the hit game Overwatch® 2, with two Porsche-inspired skins allowing players to change the appearance of the popular characters D.Va and Pharah. The skins incorporate numerous design elements, with D.Va's inspired by the new all-electric Macan and Pharah by the Taycan.

The release is the center piece of the collaboration between Porsche and the game developer Blizzard Entertainment®. A wide-ranging campaign accompanies the launch of the game bundle, includinga fully animated short film that tells the origin story of D.Va's new Porsche inspired mech.

"It was important for us to develop a game bundle together with Blizzard that clearly shows the highlights of the Porsche Macan but fits natively into the design language and world of the game," said Deniz Keskin, Head of Brand Management and Partnerships at Porsche AG. "By involving streamers, cosplayers and esports professionals, we want to engage the Overwatch community in the best possible way to be part of this great partnership."

"One of the core values of Overwatch is designing our Heroes to be representations of our players, proud and unabashedly themselves, and that is true of Porsche," said Kim Centeno, VP of Marketing for Overwatch. "To work with a brand that is cutting edge, recognized for their quality and excellence, and has such beautiful designs, felt like the perfect fit to the optimistic future of Overwatch 2."

The first Porsche-inspired skin is for fan favourite D.Va. In the futuristic world of Overwatch 2, the former professional gamer controls her robot-like 'mech' – a large pilotable machine. Her new skin picks up on numerous design elements of the electric Macan, such as the iconic flat upper light unit with the four-point daytime running lights that are characteristic of the brand. There is also a new virtual outfit for the character Pharah that has a clear Porsche influence, inspired by the Taycan. The game bundle with both skins is available as an in-game purchase from now until 3 June, 2024 only.

All details about the collaborations with popular content creators, cosplay artists, and esports professionals will be published on the global campaign hub that Porsche is launching together with the gaming and entertainment media portal IGN. There will also be a joint Porsche and Blizzard Entertainment stand at the world's largest games trade fair, Gamescom, in Cologne (21–25 August).

On 8 March, Porsche and Blizzard Entertainment announced their collaboration at the South by Southwest® (SXSW) Festival in Texas. The aim of the partnership is to communicate the passion for the Porsche brand to the young and diverse fanbase of Overwatch 2, as well as the broader gaming community, in an unexpected and entertaining way. Already a leader in racing games, the sports car manufacturer is expanding its portfolio beyond the motorsport genre.

Overwatch® 2 is one of the most popular games in the world, with over 100M players across the franchise. It is about a world worth fighting for, with super soldiers, scientists, cyborgs, and omnics (a type of robot) fighting for control of locations all over the world. A total of 40 unique heroes fight on varied and dynamic maps and locations where cooperation and adaptability are required. Overwatch 2 is available for free on PC, Xbox, PlayStation and Nintendo Switch.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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

https://newstv.porsche.com/porschevideos/280513_en_3000000.mp4

Link Collection

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https://newsroom.porsche.com/en/2024/company/porsche-game-bundle-overwatch-2-blizzard-entertainment-36200.html

Media Package
https://pmdb.porsche.de/newsroomzips/70297ce2-10dc-4998-bb97-47bc70834978.zip

External Links
https://www.ign.com/special/porsche-overwatch-2/?

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