

Porsche and Xbox join forces to celebrate Porsche's 75th anniversary

19/06/2023 Six iconic Porsche motorsport liveries will adorn a limited collection of Xbox consoles released throughout the summer.

Racing gaming has achieved extraordinary new levels of immersion over the years leading to new collaborations. Xbox has worked closely with Porsche to bring its iconic design to the platform through hits like the Forza franchise.

These liveries are now a part of racing lore, and the Xbox 75th Anniversary collection pays homage to six of Porsche's most unforgettable looks by reimagining them for the Xbox Series X console and accompanying controllers. We will unveil the following six limited-edition console designs at major auto and gaming events around the globe this summer:

- **Porsche 911 GT1** won 24 Hours of Le Mans in 1998.

- **Porsche Hippie** was a race car unlike any other. It was adorned in deep blue and bright green "hippie" colors.
- **Porsche Pink Pig** was a pink race car. Pink? Yes. Covered in butcher-style cuts. It's a race livery that gained cult status.
- **Porsche Salzburg** gave Porsche its very first overall win at Le Mans.
- **Porsche Racing Edition** is often referred to as the white whale (or Moby Dick) because of its huge tail.
- **Porsche 75th** is the current race livery on the 963. T

"Many people who end up being our most dedicated fans had their first encounter with Porsche through gaming," says Robert Ader, Vice President Global Marketing at Porsche AG. "That's why it plays a key role for us to stay relevant not just among current fans but among new generations, showcasing in the most awesome and engaging way what our brand has to offer."

"Porsche is thrilled to team up with Xbox to design custom, limited-edition gaming consoles to continue inspiring gamers to dream – both virtually and in the real world," said Ayesha Coker, Vice President of Marketing of Porsche Cars North America, Inc. "With over 30,000 motorsport victories to date, it wasn't easy to select only six liveries, but we've chosen some of the most iconic ones that our fans will recognize from notable victories over the years."

While not for retail, over the next four months, fans can enter a sweepstakes for a chance to win a console and controller from Porsche's collaboration with Xbox. Even for those who don't follow motorsports, the unique color schemes turn the Xbox consoles into enticing design pieces.

"Xbox and its fan base are no stranger to Porsche and the incredible capabilities of its high-performance vehicles in our beloved racing and driving games like Forza Horizon 5," said Marcos Waltenberg, Director of Global Partnerships at Xbox. "That's why we're excited to team up with the renowned sports car brand to create special edition Xbox hardware that celebrates their milestone anniversary given our shared vision and goal of reaching global audiences who love cars, gaming and self-expression."

Enter and win

Fans in the U.S., U.K. and Germany can enter a sweepstakes for a chance to win the Porsche-inspired Xbox Series X consoles with matching Xbox Wireless Controllers by visiting www.porschexboxsweepstakes.com from June 8 to October 1. Each Porsche-inspired console will have a corresponding video shared on Porsche and Xbox social channels, beginning with the Porsche 963 / 75th Anniversary console.

Since 2005, Porsche and Microsoft's Turn 10 Studios have collaborated on co-branded elements for

Porsche and the Forza franchise. Beginning with the original Forza Motorsport and continuing through the franchise, including the latest *Forza Horizon 5* , Porsche vehicles have been a part of the racing lineup available to players. This partnership has consistently created new ways for fans to get behind the wheel of a Porsche, and has further established the automaker as an innovator in motorsport.

MEDIA ENQUIRIES



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