

“Formula E Unlocked”: The game to unveil the Porsche Formula E car

This article reflects the status at the time of its publication. The content may since have become outdated.

22/08/2019 Porsche is breaking new ground as it launches its vehicle for the ABB FIA Formula E Championship 2019/2020 in a new way.

On **August 28 at 6 p.m. (CEST)**, everyone is challenged to unveil the Porsche Formula E car for Season 6 of the ABB FIA Formula E Championship by taking part in a custom-created live video game, “Formula E Unlocked” on Twitch, the leading service and community for multiplayer entertainment. The video game will last for several hours.

"Formula E Unlocked" will see Porsche and Twitch engage people from all over the world to work together to complete the game and unveil the Porsche Formula E vehicle. Never before has an unveiling been placed completely in the hands of an audience in this way.

The two Porsche works drivers, Neel Jani and André Lotterer, are at the heart of the game and will be guided in real time by the community through the winding Porsche premises, in search of the car.

Porsche and Twitch send the digital community on a search for clues

"Formula E Unlocked" will see the worldwide Twitch community guide Jani and Lotterer through the game in real time - overcoming hurdles and completing puzzles and challenges to unlock the Porsche Formula E vehicle. Community spirit is essential in the game as successfully unveiling the Porsche Formula E car is only achievable together.

"Formula E Unlocked" was designed with Twitch and is based on a live video production in Porsche premises.

Further information as well as the registration for the game can be found here: twitch.tv/porsche

Spectators can also watch a highlights clip of the "Formula E Unlocked" game after the car launch has taken place on newstv.porsche.com.

Link Collection

Link to this article
https://newsroom.porsche.com/en/2019/motorsports/porsche-formula-e-unlocked-car-unveil-live-video-game-18423.html

Media Package
https://pmdb.porsche.de/newsroomzips/a065c287-4c1d-4321-849e-9fa37ba37a89.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart