

Dive into the world of Overwatch 2® at Gamescom with Porsche

21/08/2024 With more than 300,000 visitors expected, Gamescom will surely once again be the biggest get-together for the worldwide gaming community. For the second time, Porsche has a presence there with its own stand. At the sports car manufacturer's exhibition space in Hall 9.1, visitors can dive into the world of the popular game Overwatch 2®.

In the spring of 2024, Porsche and game developer Blizzard Entertainment® cooperated for the first time on the successful Overwatch 2®. For the duration of Gamescom, the digital Porsche package is once again available in the game, with players being able to use it to equip the characters D.Va and Pharah with skins inspired by Porsche.

"The joint project with Blizzard is a great success that has inspired fans all over the world," says Deniz Keskin, Head of Brand Management & Partnerships at Porsche AG. "At Gamescom, we have created a special multi-sensory experience of the game with a special Porsche touch for the community to enjoy."

Interactive stand concept: experience the Overwatch 2® universe up close

Inspired by the game character D.Va's home – the South Korean coastal city of Busan – the exhibition stand combines an immersive experience in an Korean ambience with interactive elements. For example, there is an area for karaoke – a popular competitive pastime in Korea – as well as one for gaming, of course. Here, not only can visitors compete against each other, but a 'Beat the Streamer' contest is also planned with content creator Bogur, who is well-known within the Overwatch® scene. There is also an Easter egg hunt for the game's fans, as a number of its familiar elements are hidden on the stand.

"Combining the style of Porsche with the world of Overwatch has been a fantastic experience," said Dion Rogers, Art Director of Overwatch 2®. "Seeing D.Va's home of Busan represented, along with the life-sized D.Va mech statue, is surely going to be amazing for everyone at Gamescom."

Activities with well-known personalities from the gaming scene

Alyson Tabbitha from the US and Stellar Cosplay from the Netherlands, two internationally known cosplayers, will be appearing at the show in sophisticated costumes as the two Porsche-inspired characters D.Va and Pharah. Alyson Tabbitha will be cosplaying fan favourite D.Va and can be seen on the Porsche stand on Saturday and Sunday. D.Va and her robot-like Mech incorporate many design elements of the electric Macan, including the characteristic flat upper light unit with the brand's signature four-point daytime running lights. Stellar Cosplay will be slipping into the role of Pharah from Wednesday to Friday. The game also contains a virtual outfit for this figure that is clearly influenced by Porsche and based on the Taycan. Both skins will be available in the game again for the duration of the show.

The all-electric Macan with a unique Overwatch® look

The way that design inspiration can also work in the opposite direction is illustrated by a Macan show car with unique Overwatch® styling. The community voted on the decals in advance on IGN.com. The winning design, 'Nerf this' – one of D.Va's favourite expressions – can be seen at the Porsche stand. Right next to it will be a life-sized statue of D.Va's robot-like Mech, known as Tokki. Porsche first presented the statue at South by Southwest® in March.

About Overwatch 2®

Overwatch 2® is an optimistic vision of the near future that imagines a world worth fighting for. Super soldiers, scientists, cyborgs and omnics compete for control of places all over the world. Forty-one

unique heroes fight within the bounds of diverse, dynamic maps and arenas where collaboration and adaptability are key. Overwatch 2® is available free of charge for PC, Xbox, PlayStation and Nintendo Switch. All information on the Porsche x Overwatch® cooperation can be found here.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 20.6 – 18.3 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

*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).

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