

The new Macan is coming to the popular Overwatch® gaming universe

08/03/2024 Porsche and game developer Blizzard Entertainment® announced a new collaboration today at the South by Southwest® (SXSW®) event, for their hit game Overwatch® 2. Later this Spring, players will be able to use special skins inspired by Porsche cars, including the new all-electric Macan, for two of their most popular characters.

Already established in racing games, the sports car manufacturer is also expanding its portfolio beyond the motorsport genre, beginning with Overwatch 2, one of the most popular games in the world. Overwatch 2 is free-to-play on PC, Xbox, PlayStation, and the Nintendo Switch.

The goal of this collaboration is to introduce the sleek design of the Porsche brand in an unexpected, entertaining way. “The young and diverse Overwatch 2 community is very exciting for us as a brand,” says Deniz Keskin, Head of Brand Management and Partnerships at Porsche AG. “Overwatch 2 offers a sophisticated backstory, and players can easily identify with the characters. These were important

building blocks for us to create a brand collaboration with Blizzard, and tell a story inspired by the new all-electric Macan."

Ready for the next game: Mech with elements of the Porsche Macan

When the collaboration launches in-game this Spring, there will be numerous cosmetics for players to collect, including two Porsche-inspired skins. The first skin to be revealed is for the fan-favorite character, D.Va. A former professional gamer, pilots her robot-like Mech. Her new skin incorporates numerous design elements directly from the Macan Electric, such as the car's characteristic flat upper light unit with the brand's signature four-point daytime running lights. First impressions are provided by a life-sized Mech statue, premiering at South by Southwest®, and will be on show at other events throughout the year.

"Porsche's design philosophy blends wonderfully with how we approach our hero designs in Overwatch 2," explains Tina Wei, concept artist on the Overwatch team. "D.Va's mech was designed to optimize function on top of visual beauty that fits in a futuristic world, which naturally speaks to Porsche's visual style and design."

About Overwatch 2

An optimistic vision of near-future Earth, Overwatch 2 is about a world worth fighting for, where super soldiers, scientists, cyborgs, and omnics clash for control of real-world-inspired locations from around the globe. Featuring 39 unique heroes battling across a variety of lively maps and locales, where players must work together and adapt to a variety of unique situations.

Macan Turbo Electric (WLTP): Electrical consumption* combined: 20.7 – 18.8 kWh/100 km; CO_2 emissions* combined: 0 g/km; CO_2 class: A; Status 03/2024

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

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

*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).

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2024/company/porsche-south-by-southwest-festival-sxsw-austin-texas-2024-macan-overwatch-gaming-universe-35465.html

Media Package
https://pmdb.porsche.de/newsroomzips/e676aa8d-9e98-4d21-b498-f278b8091653.zip

External Links
https://www.sxsw.com

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