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Porsche and Polyphony Digital Inc. extend strategic partnership

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During the International Auto Show (IAA) in Frankfurt, the partners announced to launch two new cars for "Gran Turismo Sport", a video game developed exclusively for PlayStation4 console: the Taycan Turbo S and the design study "917 Living Legend". The Taycan Turbo S is the top model of the first all-electric sports car from Porsche. In addition, designers from Porsche are currently developing the Porsche Vision Gran Turismo Project, which is then being turned into a drivable virtual car by Polyphony Digital Inc. It is expected to appear by the end of next year.

"Motorsport is part of our DNA and racing games offer great opportunities to drive a Porsche yourself on the racetrack," says Kjell Gruner, Vice President Marketing at Porsche AG. "The multi-award-winning 'Gran Turismo' franchise is the perfect partner for offering our fans the opportunity of having a Porsche experience in racing games. To further strengthen our esports engagement also has highest priority."

"Since 2017, you can drive Porsche cars in 'Gran Turismo Sport'. By integrating the Taycan Turbo S and the '917 Living Legend' car in 'Gran Turismo Sport' and by working on the Porsche Vision Gran Turismo project, we are further strengthening our partnership," says Kazunori Yamauchi, series Producer and President of Polyphony Digital Inc.

Three new highlights

Furthermore, on the occasion of the 50th anniversary of the 917, Porsche will bring the design study "917 Living Legend" into "Gran Turismo Sport". Since Porsche won the 24 hours race of Le Mans for the first time in 1970 with a 917, the car is among the most important racing cars in the motorsport history of the brand. By the exclusive integration into "Gran Turismo Sport", Porsche and Polyphony Digital Inc. will be combining tradition and innovation. The launch will take place within the first half of 2020.



The design study "917 Living Legend" will be integrated in the video game

With the Porsche Vision Gran Turismo project, the Porsche Design team is exploring new horizons. For the first time, a virtual sports car concept which is not linked to series production will be developed which makes a visionary interpretation of the Porsche design DNA possible.

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VISION



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Downloads

Porsche and Polyphony Digital Inc. extend strategic partnership, press release, 09/11/2019, Porsche AG

Taycan Turbo, Technical Data, 2019, Porsche AG

Taycan Turbo S, Technical Data, 2019, Porsche AG

Taycan Turbo S, infographic, 2019, Porsche AG

Taycan Turbo, infographic, 2019, Porsche AG

Videos

<https://player.vimeo.com/video/357997413>

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