

AUTOMOTIVE

Audi tests gamers' endurance in 24-hour video game racing challenge

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Audi Forza Motorsport promotional image

By STAFF REPORTS

German automaker Audi is embracing its race car affiliations in an unexpected and virtual way.

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The German automaker will host a live-streamed broadcast of a Forza Motorsport video game tournament. Developed by Turn 10 Studios, the Forza Motorsport racing game is available on Microsoft's Xbox gaming system, and is popular among automotive enthusiasts.

See you on the track

On June 18, Audi will test the endurance of the gaming world's best Forza drivers in the United States. Creating its own virtual Le Mans-style race, the gamers will play Forza Motorsport for 24 hours straight.

The competition will be a test of physical and mental fortitude, and love of the game.

During the 24 Hours of Le Forza event, 12 teams will battle in true-to-life racing conditions. The realistic qualities of Forza Motorsport merge endurance driving and sports.

Audi's 24 Hours of Le Forza will see more than 35 drivers hit the track, beginning with a qualifying race at 5:45 a.m. PST on June 18.

The tournament will be broken into six stages beginning at 6 a.m. PST and ending the following night at 2:25 a.m. PST. At 6:36 p.m., the race will be recapped by commentators and will be followed by a podium ceremony and a full interview with the winning team.

Gamers even have the chance to watch the live-stream on Twitch.tv, a broadcast platform that connects live gaming channels to players. Through Twitch, fellow gamers can root for the drivers, as they endure real-life racing conditions such as weighted arms that replicate g-force.

In addition to Audi, when playing Forza Motorsport, drivers can select from a range of luxury vehicles, including models by Aston Martin, BMW, Bugatti, Ferrari, Jaguar, Lamborghini, Land Rover, Lexus, Maserati, McLaren, Mercedes-Benz, Porsche and Rolls-Royce.



Audi R18 in Forza Motorsport

The benefits of video game partnerships are bountiful. They provide far more sustained exposure than advertisements, they cultivate brand loyalists at a young age, they allow for various models to be showcased and they reach consumers around the world in a fundamental way: pleasure ([see story](#)).

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