

AUTOMOTIVE

Porsche celebrates milestone with racing, gaming enthusiasts

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Porsche continues to celebrate its 70th anniversary with a new docu-series. Image credit: CSR Racing

By SARAH RAMIREZ

German automaker Porsche is teaming up with the makers of a top mobile racing game for a docu-series celebrating the brand's 70th anniversary.

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The video series, a joint project between Porsche and game developer Zynga, will feature well-known Porsche enthusiasts. Players of the popular mobile racing game CSR Racing 2 will also be able to get behind the virtual wheel of each car featured in the series, providing an interactive extension of the content.

"This campaign is a celebration of car-culture and car-passion in all its forms racing; tuning; customising; collecting," said Julian Widdows, vice president of CSR2. "Working with Porsche, we wanted to create an avenue for our players to express and explore their connection to Porsche's beautiful machines, even if they're not able to have a Porsche sitting in their driveway quite yet."

Driving docu-series

Participants in the docu-series include race car drivers, a collector and a tuner.

"They express and live their love for Porsche in larger-than-life ways, which we get to share in each of the videos," Mr. Widdows said.

Australian driver Mark Webber appears alongside his Porsche 911 GT2 RS in the first video of the series. Mr. Webber discusses his first experience driving a Porsche, as well as his time racing for Porsche professionally.

The first video in the series features Formula One Grand Prix winner Mark Weber

The driver also touches on Porsche's winning reputation and how the automaker's cars were built to succeed in endurance racing. Mr. Webber was part of the team that won the 2015 FIA World Endurance Championship driving a Porsche 919 hybrid.

In addition to interviews with Mr. Webber, the video also includes archival footage from his career and different eras of Porsche's history. It concludes with Mr. Webber driving a 911 GT2 RS around an immaculate race track.

CSR2 players will be able to race each Porsche model featured in the docu-series

Along with the full-length videos, CSR Racing has released short teasers, incorporating the interviews with video game footage featuring Porsche.

CSR 2 players will be able to download each car featured in the series, starting with Mr. Webber's 911 GT2 RS. The other supercars featured will be a Porsche Type 993 911, Porsche 911 and Porsche 959.

The game's augmented reality feature, AR Mode, will make racing the car even more realistic for gamers. Additional in-game content will also be available for each of the Porsche enthusiasts, including collector and designer Magnus Walker, custom tuner Akira Nakai and former racer Bruce Canepa.

"By releasing new in-game versions of their signature cars, we're giving players an instantly available, interactive way to immerse in car-culture from anywhere in the world," Mr. Widdows said. "Using AR Mode' to bring the 911 GT2 RS to life in real-life environments including their front driveway allows players an experience that just isn't possible anywhere else."

Gaming partnerships

Luxury automakers have been turning to gaming companies to gain additional exposure to a younger audience of car enthusiasts.

BMW also worked with Zynga to introduce the BMW M2 Competition model to CSR2.

As part of the partnership, players of CSR2 were able to virtually drive the M2 Competition before it makes its debut on the streets. The partnership makes use of the large following Zynga's mobile games have drawn over the years to promote the new BMW model to potential buyers ([see story](#)).

Aside from its CSR2 partnership, Porsche is teaming up with Forza Motorsport and ESL, the world's largest esports company, for the 911 GT3 RS Challenge. The competition will engage gamers from around the world as they begin racing online, with the eventual winners getting behind the wheel of Porsche's cars ([see story](#)).

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