

AUTOMOTIVE

McLaren races into video game launch

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McLaren's Senna makes a cameo in Forza Horizon 4. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is pitting its sports car against motorbikes to celebrate its latest video game placement.

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To promote the launch of Microsoft's Forza Horizon 4, a McLaren Senna took on three motocross bicycles at the Goodwood Hill Climb. McLaren has had a long-running relationship with Microsoft, with roles in a number of video games.

Racing reveal

The McLaren Senna is featured on the cover of Forza Horizon 4, which is launching for Xbox One and Windows 10. The game features an open-world play style, allowing virtual drivers to collect and get behind the wheel of more than 450 cars.

Set in Great Britain, the game also allows players to drive solo or play with friends, performing stunts and racing across scenery.

For the hill climb, the McLaren Senna had to take a more circuitous route up the hill than the bicycles. However, the car was able to keep up with top speeds of 208mph.

Forza Horizon 4 is available from Oct. 2.

Embedded Video: <https://www.youtube.com/embed/8KRJLi8PvPE>

McLaren Senna's race

McLaren's P1 was the cover star of Forza Motorsport 5 and also debuted at gaming event E3.

In 2013, McLaren highlighted its racing roots with an Xbox giveaway on its Facebook page that tapped into the enthusiasm many of its drivers have for video racing games.

For a chance to win an Xbox One gaming console and video game Forza MotorSport 5, fans have to tag a friend in a comment, which serves the purpose of broadening McLaren's fan base. Aside from generating the buzz that all initiatives attached to a prize inevitably generate, the brand was able to showcase its prominent position in the latest Forza Motorsport ([see story](#)).

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