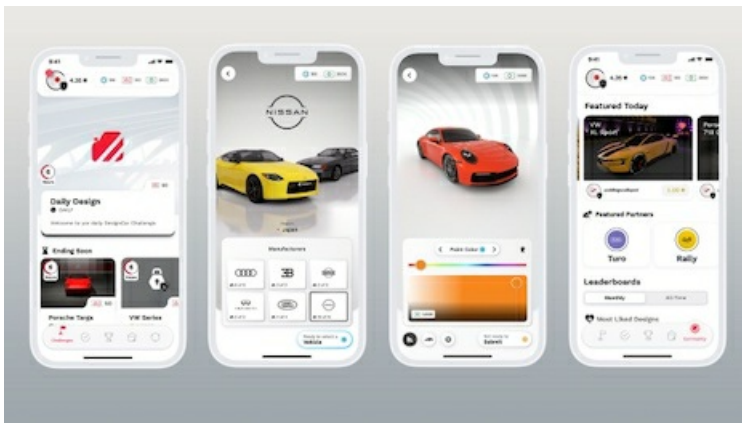


AUTOMOTIVE

Porsche-backed DesignCar app adds Bugatti, community voting for virtual car designs

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Porsche Digital's DesignCar involves car enthusiasts in divining changing tastes of automotive consumers. Image credit: Porsche Digital

By LUXURY DAILY NEWS SERVICE

Automotive's foray into digital media to lure car enthusiasts to design and customize cars took a further step with Porsche Digital's DesignCar app-based game offering more options and models including the Bugatti hypercar brand.

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Players of DesignCar can now create, compete and collect visualizations of personally customized vehicles and then solicit peer feedback on their efforts. The app helps automakers such as Porsche garner advance intelligence on evolving tastes and likes of car fans.

"For many car enthusiasts, it's not just about performance, it's also about design, creativity and community," said Stephan Baral, managing director of Porsche Digital Inc., an Atlanta-based subsidiary of German sports carmaker Porsche AG.

Per the company, DesignCar players can configure photo-realistic 3D vehicles to create individual dream cars. They can vote in community-judged design challenges and can earn in-game currency that lets them create more elaborate designs.

New aptitude

The free-to-play app is part of Porsche Digital's mission to expand the experience of car enthusiasm to new digital audiences, the company said.

DesignCar offers models from Porsche as well as Bugatti, Audi, Volkswagen, Jaguar, Land Rover, Nissan, Infiniti and Datsun. Not all the cars featured are owned by Porsche or sibling Volkswagen, which also owns its namesake brand and Audi.

Fractional collectibles investing platform Rally and peer-to-peer car sharing enterprise Turo that creates branded challenges in the game are also present in the app.

DesignCar is only available in the United States and Canada in the Apple App Store and Google Play Store.

"The wonderful thing about DesignCar is that it allows users to build the garage of their dreams full of their favorite cars regardless of their budget and to share it with the community," Mr. Baral said in a statement.

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