

AUTOMOTIVE

Porsche, Xbox unveil exclusive consoles for automaker's anniversary

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Porsche and Xbox will reveal each of the six limited-edition Series X consoles over the course of summer 2023. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

A new collaboration sees German automaker Porsche celebrating its most popular motorsport liveries.

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In partnership with Microsoft-owned video gaming company Xbox, a series of six limited-edition console designs are to be revealed this summer. As the brand's 75th anniversary year rolls on, the Xbox 75th Anniversary collection will pay homage to Porsche's racing history with the gaming first.

"Porsche is thrilled to team up with Xbox to design custom, limited-edition gaming consoles to continue inspiring gamers to dream both virtually and in the real world," said Ayesha Coker, vice president of marketing at [Porsche Cars North America, Inc.](#), in a statement.

"With over 30,000 motorsport victories to date, it wasn't easy to select only six liveries, but we've chosen some of the most iconic ones that our fans will recognize from notable victories over the years."

From streets to screens

Porsche and Xbox's collection reimagines a set of gaming systems that are to be unveiled at major auto and gaming events around the world in the coming months.

The themed Series X consoles, which come with matching wireless controllers, source details from six color combinations found upon some of the automaker's iconic models, including the "911 GT1," a 1998 24 Hours of Le Mans winner, and the "Salzburg," which gave Porsche its first overall win at Le Mans.

Historic codes have also been transferred from contemporary models such as the "75th" currently installed upon the brand's "963" model, designs incorporating Porsche's most famous racing colors were tapped for the Xbox exclusives.

We're excited to announce our partnership with [@xbox](#). Together we're launching a limited-edition collection of Xbox Series X consoles and controllers that pay homage to our iconic

racing roots . Stay tuned for more updates. [#Porsche75Xbox pic.twitter.com/JDplEy0qN9](https://twitter.com/Porsche75Xbox)

Porsche (@Porsche) [June 15, 2023](#)

Though not available for retail, fans based in the U.S., U.K. and Germany may enter for a chance to win the special-edition hardware via sweepstakes, open at www.porschexboxsweepstakes.com as of June 8 and ending Oct. 1, 2023.

Each item's winner will have their videos shared across Xbox and Porsche social media channels, starting with one lucky recipient of the Porsche 963 / 75th Anniversary console.

Porsche, recently named the world's most valuable luxury brand by valuation consultancy Brand Finance's annual "Luxury & Premium 50" ranking ([see story](#)), has worked with Xbox in the past, folding its vehicles into virtual offerings such as the Forza franchise, creating immersive introductions to its fleet through these collaborations.

"Many people who end up being our most dedicated fans had their first encounter with Porsche through gaming," said Robert Ader, vice president of global marketing at Porsche AG, in a statement.

"That's why it plays a key role for us to stay relevant not just among current fans but among new generations, showcasing in the most awesome and engaging way what our brand has to offer."

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