

AUTOMOTIVE

Porsche brings Macan model to ‘Overwatch’ universe

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"Overwatch 2" is available on all major video game platforms. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is venturing into the world of multiplayer gaming.

Announced at the South by Southwest media festival, currently ongoing in Austin, Texas, the manufacturer is collaborating with American video game developer Blizzard Entertainment. In the coming weeks, players of "Overwatch 2" will be able to outfit their avatars with in-game cosmetics inspired by Porsche's vehicles, including the newly introduced Macan EV model.

"The young and diverse Overwatch 2 community is very exciting for us as a brand," said Deniz Keskin, head of brand management and partnerships at [Porsche AG](#), in a statement.

"Overwatch 2 offers a sophisticated backstory, and players can easily identify with the characters," Mr. Keskin said. "These were important building blocks for us to create a brand collaboration with Blizzard, and tell a story inspired by the new all-electric Macan."

Heroic entrance

"Overwatch 2" is one of the most popular titles in the video game market, with users of the free-to-play game spanning multiple platforms, including PC, Xbox, Playstation and Nintendo Switch.

Porsche and its cars have appeared in many driving and racing games over the years. However, this partnership marks an expansion into the gaming space, targeting the many young consumers who take part in the activity.

Numerous cosmetics will launch as a part of the engagement, including two "skins" for fan-favorite heroes.



Further details on other Porsche-themed, in-game items are slated to be released. Image credit: Porsche

The first revealed is for the mech-pilot character D.Va. Her new cosmetic will outfit her robot-like suit in a shell reminiscent of the all-electric Macan, taking cues from its flat, upper light unit and four-point daytime running lights.

“Porsche’s design philosophy blends wonderfully with how we approach our hero designs in Overwatch 2,” said Tina Wei, concept artist on the Overwatch team at Blizzard Entertainment, in a statement.

“D.Va’s mech was designed to optimize function on top of visual beauty that fits in a futuristic world, which naturally speaks to Porsche’s visual style and design.”

At South by Southwest, a life-size version of the mech is on display. The statue will travel to appear at other events throughout the rest of the year.

Other automakers have been entering the interactive space as well, with Italian automaker Lamborghini activating within gaming platform Roblox at the end of 2023 ([see story](#)).

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