

The new Macan is coming to the popular *Overwatch*® gaming universe

- New collaboration between Porsche and game developer Blizzard Entertainment® for the game *Overwatch 2*
- Players will be able to use special skins inspired by Porsche cars
- Inspiration comes from the new all-electric Macan

Stuttgart/Austin. Porsche and game developer Blizzard Entertainment® announced a new collaboration today at South by Southwest® (SXSW®), for their hit game *Overwatch*® 2. Later this spring, players will be able to use special skins inspired by Porsche cars, including the new all-electric Macan, for two of their most popular characters.

Already established in racing games, Porsche is also expanding its portfolio beyond the motorsport genre, beginning with *Overwatch 2*, one of the most popular games in the world. *Overwatch 2* is free-to-play on PC, Xbox, PlayStation, and the Nintendo Switch.

The goal of this collaboration is to introduce the sleek design of the Porsche brand in an unexpected, entertaining way. “The diverse *Overwatch 2* community is very exciting for us as a brand,” says Deniz Keskin, Head of Brand Management and Partnerships at Porsche AG. “*Overwatch 2* offers a sophisticated backstory, and players can easily identify with the characters. 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.”

Ready for the next game: Mech with elements of the Porsche Macan

When the collaboration launches in-game this spring, there will be numerous cosmetics for players to collect, including two Porsche-inspired skins. The first skin to be revealed is for the fan-favorite character, D.Va. A former professional gamer, pilots her robot-like Mech. Her new skin incorporates numerous design elements directly from the Macan Electric, such as the car's characteristic flat upper light unit with the brand's signature four-point daytime running lights. First impressions are provided by a life-sized Mech statue, premiering at South by Southwest®, and will be on show at other events throughout the year.

"Porsche's design philosophy blends wonderfully with how we approach our hero designs in *Overwatch 2*," explains Tina Wei, concept artist on the Overwatch team. "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."

About Overwatch 2

An optimistic vision of near-future Earth, *Overwatch 2* is about a world worth fighting for, where super soldiers, scientists, cyborgs, and omnic clash for control of real-world-inspired locations from around the globe. Featuring 39 unique heroes battling across a variety of lively maps and locales, where players must work together and adapt to a variety of unique situations.

Further information, as well as film and photo material, is available in the Porsche Newsroom: newsroom.porsche.com

All new vehicles offered by Porsche are type-approved according to WLTP. Official NEDC values derived from WLTP values are no longer available for new vehicles as of 1 January 2023 and can therefore not be provided.

Further information on the official fuel consumption and official, specific CO₂ emissions of new passenger cars is available in the publication entitled 'Guidelines on fuel consumption, CO₂ emissions and power consumption of new passenger cars', which is available free of charge from all sales outlets and from DAT, Hellmuth-Hirth-Strasse 1, 73760 Ostfildern.

About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is home to the first Porsche Experience Center in North America, which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of Porsche Classic. The company operates a second Porsche Experience Center near Los Angeles. That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of Porsche Motorsport North America. PCNA supports 198 independently owned and operated Porsche dealerships in the U.S., three Porsche studios and five satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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