

Click above for the "Lollipop Racing" Official Teaser Trailer: Experience the racing franchise of the future.

Porsche joins first-of-its-kind streaming series and interactive motorsport game, “Lollipop Racing”

10/10/2024 **Starring the 911 GT3 RS and the 911 GT3 R, some of the brand's most-advanced performance vehicles will be featured in the new series from Writer and Executive Producer, David Ayer and Showrunner, Marisha Mukerjee.**

Atlanta. Porsche Cars North America, Inc. (PCNA) today announced it is joining “Lollipop Racing,” a new streaming series and interactive game created by entertainment technology studio, Feature.io, and written and executive-produced by critically acclaimed filmmaker, David Ayer. The series, which consists of 10 fictional episodes and 10 motorsport races set in digital recreations of global cities, will integrate Porsche’s most advanced high-performance vehicles, including the track-focused 911 GT3 RS and the dedicated race car 911 GT3 R. Porsche will be alongside two other yet-to-be named automotive brands and the Mobil 1 brand, which recently announced its participation as the Official Presenting Sponsor of the “Lollipop Racing” series.

Fans engaged in the interactive fantasy motorsport game must tune in to each episode to discover clues woven into the story and adapt their strategies to improve their chances of succeeding in the next race. Audiences can sign-up via www.lollipop.racing to receive the latest updates and have an opportunity to participate.

With the pilot experience set to launch in late 2024, "Lollipop Racing" will unite novel technology like Feature's proprietary Smart Content™, virtual production, and episodic storytelling to deliver a streaming series that integrates Porsche in real life and through gaming. Powered by Feature's technology, the interactive experience offers a unique opportunity to be part of one of 15 teams that will race each other in 10 cities. Of those 15 teams, five teams will be allocated two Porsche models to race, for a total of 10 Porsche vehicles on the racing grid. Those that employ the best race strategy will have the best chance of reaching the podium.

"Porsche is excited to be part of 'Lollipop Racing', a first-of-its kind streaming series and interactive game that showcases performance-bred cars from the track-focused 911 GT3 RS to the dedicated race car, the 911 GT3 R," said Ayesha Coker, Vice President of Marketing of PCNA. "Integrating a scripted episodic series with interactive gaming in 'Lollipop Racing' will provide an innovative and fun way for racing fans, gamers and newcomers alike, to compete and understand motorsports like never before."

Porsche preview: Lollipop Racing unwrapped

"Feature is incredibly proud to collaborate with a global motorsport leader like Porsche, whose legendary vehicles are synonymous with superior automotive performance," shares Steven Ilous, CEO and Founder of Feature. "We're honored to feature the iconic 911 in the Lollipop series as we strive to deliver a fan experience that echoes Porsche's artful fusion of design, innovation, and performance."

Audiences can experience "Lollipop Racing" in three ways: watching via traditional episodic streaming, engaging in reward-driven quests, and competing within the "Lollipop Racing" fantasy sports experience. The first three announced race destinations will be AI 'simulated' in Los Angeles, Miami and London. Additional races will take place across Africa, Asia, Europe and South America and will be announced with the full schedule release, which will be available here.

Last month, the "Lollipop Racing" teaser was shot in collaboration with the Mobil 1 brand, Feature, and Narwhal Studios. The teaser marries the world's most advanced virtual production technology with Porsche's revered racing heritage. Additional assets can be found here.

To learn more about Porsche, follow along on social media @porscheusa and @porsche.motorsport. Additional information regarding *Lollipop* can be found via @lollipop.racing or at www.lollipop.racing.

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