

# PORSCHE DESIGN

## PRESS RELEASE

Porsche Design & *Asphalt* Partner to Celebrate the 50th Anniversary of the Design Brand in *Asphalt 8: Airborne* and *Asphalt 9: Legends*

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November 2022

### **“Porsche Design 50th anniversary” event offers racing action and exclusive prizes for gamers**

**Stuttgart/Paris.** To celebrate the 50th anniversary of Porsche Design, Gameloft, leader in the creation and development of games, and Porsche Design, the exclusive design brand, are thrilled to announce that, starting today, players worldwide can enter a unique co-branded time-limited event in *Asphalt 8: Airborne* and *Asphalt 9: Legends*, the two most popular arcade racing games on mobile. The Porsche Design 50Y Anniversary Event offers players the opportunity to win amazing Porsche Design products as well as exclusive car decals for the Porsche Taycan Turbo S and the Porsche 911 GT1 Evolution, which have been especially created for this event. Starting November 22nd 2022 and ending on December 04st 2022, *Asphalt 8: Airborne* and *Asphalt 9: Legends* players will race against the clock in two time-limited events: the first is dedicated to the Porsche Taycan Turbo S (November 22nd – November 27th) and the second to the Porsche 911 GT1 Evolution (November 29th – December 4th). To qualify to win Porsche Design products, players will have to register and participate in the event. The registered players who beat the benchmark times for the different tracks will unlock even more Porsche Design prizes such as the multi-awarded gaming monitor Porsche Design AOC AGON PRO PD27S, the Porsche Design Sport TWS Earphones PDT40 and the Urban Eco Cycling Backpack from Porsche Design's bags & luggage collection. Additionally, all *Asphalt* players will win the exclusive decals for the Porsche cars and gain access to a unique discount code they can use in the [Porsche Design e-shop](#).

### **Porsche Design x *Asphalt* – Partner in precision and performance**

Porsche is one of the main partners of the *Asphalt* franchise since 2017 with more than 15 different cars integrated into its games. It was only fitting that *Asphalt* joins Porsche and

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Porsche Design is celebrating the 50th anniversary of the design brand which was founded by Professor Ferdinand Alexander Porsche, the designer of the legendary sports car Porsche 911. His legacy and design philosophy of purist and functional design reverberate across all Asphalt games and in the two exclusive car decals created for this partnership. Ludovic Milhau, Head of Brand Strategy & Development at Gameloft said, "We are very excited to join our prestigious partners Porsche & Porsche Design in celebrating this amazing milestone, which is a reflection of their expertise through time. Porsche Design's philosophy, upheld over time, has always been in line with what *Asphalt* stands for: precision, performance, and elegance." Stefan Buescher, CEO of Porsche Lifestyle Group, said, "In 1972, F. A. Porsche founded a design studio that would carry the principles and "spirit of Porsche" beyond the world of automobiles. The collaboration with Gameloft to celebrate this milestone with this outstanding gaming event marks a highlight in our anniversary year. People from all over the world will have the opportunity to prove their skills with our amazing cars. Whether you are already a fan of Porsche Design or are new to the brand, there's a way for you to be a part of the celebration of F. A. Porsche's legacy."

**Download the *Asphalt* games now and enter the Porsche Design 50Y Anniversary Event**

[Download Asphalt 9: Legends](#)

[Download Asphalt 8: Airborne](#)

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### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at [www.porsche-design.com](http://www.porsche-design.com).

### **About Gameloft**

Leader in the development and publishing of games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, two of which are featured in the "Top 10 iOS Games by All-Time Worldwide Downloads" from App Annie. Gameloft operates its own established franchises such as Asphalt®, Dragon Mania Legends, Modern Combat and Dungeon Hunter and also partners with major rights holders including Disney®, LEGO®, Universal, Illumination Entertainment, Hasbro®, Fox Digital Entertainment, Mattel®, Lamborghini® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 4,300 people worldwide. Every month, 80 million unique users can be reached by advertisers in Gameloft games with Gameloft Advertising Solutions, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company. All trademarks referenced above are owned by their respective trademark owners.

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