



Zynga's CSR Racing 2 and Porsche Celebrate 70 Years of Iconic Cars with Exclusive New In-Game Content for Players and Video Series

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Docuseries Features Four Stories from Porsche Aficionados, Including "The Racer" Mark Webber, "The Collector" Magnus Walker, "The Tuner" Akira Nakai, and "The Fan" Bruce Canepa

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 2, 2018-- Zynga Inc. (Nasdaq:ZNGA), a leading social game developer, and premier sports car maker Porsche, today announced a global content partnership. In honor of this year's 70th anniversary of the Porsche brand, the partnership includes new in-game content in *CSR Racing 2 (CSR2)*, the world's most popular mobile racing game, as well as a four-part docuseries featuring passionate Porsche connoisseurs from around the world. The docuseries participants include Australian former racing driver Mark Webber, collector and designer Magnus Walker, custom tuner Akira Nakai, and former racer Bruce Canepa. The first video will be shared on CSR2's social media channels and promoted in-game on iOS and Android beginning today.

The CSR2 and Porsche docuseries will feature some of the world's best-known Porsche enthusiasts exploring their personal connections to the sports brand as they race the famous Silverstone Circuit track near London and cruise the streets of Los Angeles, Tokyo, and Santa Cruz, Calif. The powerful history and worldwide prestige of Porsche have spurred its fans to express their affinity for the brand in unique ways. Nine-time Formula One Grand Prix winner and FIA World Endurance Champion of 2015 Mark Webber serves as a Porsche Brand Ambassador; Akira Nakai is known for his one-of-a-kind Porsche creations that reach new heights of individuality; Magnus Walker's Southern California garage gleams with more than 25 vintage Porsche vehicles; and Bruce Canepa has made a name for himself as a classic car restorer after a successful career on the track.

CSR2 players can also get behind the virtual wheel of each car featured in the series, including Mark Webber's Porsche 911 GT2 RS, Akira Nakai's Porsche Type 993 911, Magnus Walker's Porsche 911 and Bruce Canepa's Porsche 959. Additional in-game content featuring each personality will help bring players even closer to these Porsche enthusiasts and their beloved Porsche sports cars. Players can experience racing Mark Webber's Porsche 911 GT2 RS starting today in CSR2, while the other supercars will be introduced to the game over the coming weeks. Players can also bring the cars to life with the groundbreaking augmented reality feature AR Mode.

"We're incredibly excited to join forces with enthusiasts in the Porsche world, giving CSR2 players and Porsche fans the chance to experience their dream cars in-game, and to see these beautiful vehicles through the eyes of some of the most passionate Porsche devotees around," said Julian Widdows, Vice President of CSR2. "With this video series, we want to connect fans across the globe in a way that is mobile, interactive and plain fun. Porsche is a legend in the auto world, has been an amazing partner to NaturalMotion and Zynga and we're excited to commemorate this milestone anniversary with them."

"Working with CSR2 on a celebration of our 70th anniversary, we wanted to find a way to connect with the gaming audience across the globe through content that felt authentic and memorable," said Dr. Kjell Gruner, VP Marketing at Porsche AG. "We're glad that we had the opportunity to capture these unique personalities and their stories because they each represent a distinctive interpretation of what it means to love Porsche sports cars. This partnership enables us to inspire new and longtime fans alike as we look towards the next 70 years of Porsche."

The docuseries and the new in-game event series extend an existing partnership between Porsche and CSR2, which includes 23 true-to-life, expertly detailed virtual versions of beloved Porsche vehicles such as the new Porsche 911 GT3 RS introduced to players in May, as well as the Porsche 718 Boxster S, Porsche 911 Turbo S and Porsche 918 Spyder.

For more information about CSR2, visit the game's community channels on Facebook, Twitter, Instagram and YouTube. CSR 2 is available in the [App Store](#) and on [Google Play](#).

About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To date, more than 1 billion people have played Zynga's games across web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich! Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and Zynga.com. The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, U.K., Ireland, India, Turkey and Finland. Learn more about Zynga at <https://www.zynga.com/blog> or follow us on [Twitter](#) and [Facebook](#).

About Porsche

Dr. Ing. h.c. F. Porsche AG, with headquarters in Stuttgart-Zuffenhausen, is one of the most profitable carmakers in the world. After the first six months of 2018, Porsche delivered 130,598 vehicles of the 911, Cayenne, Macan, Panamera, Boxster and Cayman models to customers worldwide. That was three per cent more than the same time period last year. Porsche operates plants in Stuttgart and Leipzig as well as a development centre in Weissach. The sports car maker employs almost 30,000 people. The Porsche principle of getting the most out of all opportunities stems from the race track and is embodied in every vehicle. Thanks to its high quality standards, 70 percent of all Porsches ever built are still on the street today.

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