



## Ford reveals ultimate virtual P1 racing car designed with gamers

- Ford reveals at gamescom 2020 the first-ever vehicle designed in collaboration between an auto maker and gamers
- Team Fordzilla P1 concept, intended to be the ultimate virtual racer, is expected to feature in a forthcoming racing game in 2021
- Ford also announces it will build a real-life scale model by the end of this year, furthering the company's exploration of the parallels between the virtual and real worlds

**COLOGNE, Germany, Aug. 27, 2020** – Ford and its Team Fordzilla esports team have unveiled a world-first at this year's gamescom event; the ultimate virtual racing car designed with collaboration between Ford designers and the gaming community. The full reveal can be seen [here](#).

The Team Fordzilla P1 concept was developed under the code name Project P1 and was created with fan votes on Twitter at different design stages. Gamers decided on elements including seating position, cockpit style and drivetrain before Ford designers worked up their interpretations of the brief.

Two designs were put forward for the final poll, with the car by Ford exterior designer Arturo Ariño emerging victorious, gaining 83.8 per cent of the votes. Close to 225,000 fans let their preferences be known throughout the polling process.

With inspiration from the Ford GT, Ariño's design employs unique touches like morphing technology on the body to offer the stability of a longtail racer on the high-speed straights of Le Mans, or a shorter body for tighter circuits like Monaco. For fans wondering when they may get to drive the vehicle in-game, Ford hinted it is in advanced discussions with a major games developer to introduce it into a popular racing game in 2021.

Ford also announced that it will build a life-size scale model of the Team Fordzilla P1 concept before the end of the year, something it has already started to create at its design studios in Cologne, Germany. This is part of its continuing theme of exploring the parallels between the real-world and the virtual one, with learnings from design in the digital world being applied to concepts for reality.

### Fordzilla Cup

The final of the inaugural Fordzilla Cup will take place at gamescom this year. Qualifiers and heats have been taking place all week and will culminate with the first-ever champion crowned this weekend. Visit [Twitch](#) to follow the action and find out who will win a professional contract with Team Fordzilla and have the chance to compete on some of the largest stages in gaming.

### Teamfordzilla.com

The launch of [www.teamfordzilla.com](http://www.teamfordzilla.com) during gamescom will provide a permanent home for Ford's official esports team. Fans will be able to follow live Twitch feeds of races, download vehicle graphics for use in-game and keep up-to-date with the latest news.

## **Team Fordzilla**

Ford launched Team Fordzilla – its first ever esports team – in 2019 with individual teams in France, Germany, Italy, Spain and the UK, consisting of hand-picked racers. Each team competes in national competitions with dedicated team captains, with the best drivers representing Team Fordzilla at a European level. Currently, over 40 drivers race under the Team Fordzilla banner.

In 2019/20 Team Fordzilla entered a European team in the Le Mans Esports series and recently announced it would be one of eight teams invited to compete in the new V 10-R League, hosted by Gfinity and Abu Dhabi Motorsports Management. For further updates, follow them on Twitter (@TeamFordzilla), Instagram (@teamfordzilla) and Twitch (Twitch.tv/TeamFordzilla).

## **Links**

- [Website: www.teamfordzilla.com](http://www.teamfordzilla.com)
- [Twitter: @TeamFordzilla](https://twitter.com/TeamFordzilla)
- [Twitch: https://www.twitch.tv/teamfordzilla](https://www.twitch.tv/teamfordzilla)
- [Opening Night Live \(Aug. 27\): http://gamescom/global](http://gamescom/global)
- [Video: https://youtu.be/TGFQIUx8EGc](https://youtu.be/TGFQIUx8EGc)

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## **About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 45,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 58,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 18 manufacturing facilities (12 wholly owned facilities and six unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

## **Ford in Belgium & Luxemburg**

*Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.*

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