



Ford to Present ‘Tame the Track’ Challenge at Gamescom: Fastest *Forza* Gamers Win Exclusive Focus RS Experience

- Ford challenges gamers to match pro-racer’s real-world Focus RS lap times at Gamescom
- Fastest Tame the Track challenge competitors will win exclusive Focus RS track experience
- Focus RS, Ford GT and all-new Fiesta ST-Line on show at Gamescom, August 22-26

COLOGNE, Germany, Aug. 4, 2017 – Ford will deliver the ultimate racing challenge for *Forza Motorsport 6* players at [Gamescom](#) – Europe’s biggest interactive games trade fair – in Cologne, Germany, August 22-26, 2017.

To win Ford’s new Tame the Track challenge, gamers must try to keep pace with the real-world Focus RS hot-hatchback lap-time set at the Spa-Francorchamps circuit, Belgium, by Ford Chip Ganassi Racing driver, Harry Tincknell.

The fastest Tame the Track competitors on August 23, 24 and 25 will be flown by helicopter to drive the Ford Focus RS on track for real, with coaching from Le Mans 24 Hours racer, Tincknell. The winners will also receive a pair of Recaro seats and prizes from B&O PLAY.

Further opportunities to win a Focus RS driving experience are available throughout the event for attendees who share selfies from Ford’s on-stand GIF station using #tamethetrack. Accredited media can compete for a chance to win prizes on August 22.

The Ford Focus RS is available to race in *Forza Motorsport 6* for Xbox One. Also available is the [Ford GT](#) ultra-high-performance supercar – the game’s cover star – as the road car and as the race car driven by [Tincknell in the FIA World Endurance Championship](#).

The Focus RS, Ford GT race car and all-new Fiesta ST-Line will be on display at Ford’s Gamescom show stand – Hall 8, Koelnmesse – throughout the event.

Ford media assets will be made available at <http://gamescom2017.fordpresskits.com> from 09:00 CET, August 22.

###

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, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 52,000 employees at its wholly owned facilities and approximately 66,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight 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.

Contact: Emmanuel Lubrani
Ford of Europe
+44 (0) 1268 404908
elubrani@ford.com