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## **Team Fordzilla Reveals Ultimate Virtual Racing Car; a Unique Collaboration Between Ford and Gamers**

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**The winning Team Fordzilla P1 design; the result of nearly 250,000 votes on Twitter**

- 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

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**

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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**

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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**

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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).

## **Quotes**

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“Project P1 took me to the beginning of it all. The reason why I became a car designer in the first place was to design something never seen before and something that pushes the boundaries. This vehicle will be visually stunning, and while it will push the gamer to the limits of focus and reflexes, it will also be hugely rewarding to drive.”

*Arturo Ariño, Team Fordzilla P1 concept designer, Ford Europe*

“The Team Fordzilla P1 concept has been an incredible project for our designers as it let all of our imaginations run wild. We hope gamers are as excited about the outcome of their choices as we are.”

*Amko Leenarts, European design director, Ford Europe*

“We showed again at gamescom this year that we’re serious about gaming, but what was really great is the continuing support we’re receiving from that gaming community. This really pushes us to keep innovating with projects like the Team Fordzilla P1 concept.”

*Emmanuel Lubrani, Senior Manager Communications, Team Fordzilla, Ford Europe*

## Links

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

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