



FORD MEDIA CENTER

Ford to Reveal Exciting Esports News at Gamescom, Company to Step Up Its Involvement in Gaming

COLOGNE, Germany, Aug. 14, 2019 – Ford will at Gamescom next week announce significant news regarding the company's entry into esports – the phenomenon that is followed online and at the world's biggest arenas by millions of people around the globe.

Gamescom takes place in Cologne, Germany, from Aug. 20, 2019 until Aug. 24, 2019. Located in Hall 8, the Ford stand will offer attendees the opportunity to enjoy a range of gaming experiences, from immersive 4D thrills to arcade-style action – and find out more about the news the company is keeping under wraps until next week.

Ford is now a regular fixture at the show that each year attracts hundreds of thousands of visitors from more than 100 countries worldwide. In 2018, the company became the first auto manufacturer to reveal a vehicle – the Ford Ranger Raptor, the performance version of Europe's best-selling pickup – at Europe's leading trade fair for digital games culture. In 2017, gamers who recorded the fastest virtual laps on the Ford stand qualified for real-life "hot laps" in a Ford Focus RS around the famous Spa-Francorchamps circuit, Belgium.

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