



PROJECT LEAD RESPONSIBILITIES: Copywriting (*All Honda x Forza in-game interstitials*), Creative Direction (*Oversaw creative direction and brand compliance of all in-game vehicle design*), HPD x Forza Press Release (*Lead Writer*) and Content Strategy, Brand Partner Communication (*Project Management*) including leading the Bounty Hunter selection of Honda drivers/car/track combinations for each round



HPD-North American Motorsport @HondaRacing... · Sep 7, 2021
We've partnered with @ForzaMotorsport to launch the #HPDForza Bounty Hunter Challenge - a three-week competition featuring @Honda-powered drivers @RGrosjean, @RyanEversley, and @karlwittmer. Do you have what it takes to race against the pros?

#HPDEsports



HONDA

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Motorsports

Street Vehicles

Racing Line

Honda Performance Development Joins Forza Motorsports 7 in #HPDForza Rivals Challenge

- *Forza Motorsport 7 players to test their racing skills against HPD drivers*
- *Romain Grosjean, Ryan Eversley, and Karl Wittmer to race as "Bounty Hunters"*
- *Players can compete to win limited-edition HPD in-game prizes throughout September*

Santa Clarita, Calif. (Sept. 8, 2021) –Honda Performance Development (HPD), the leader of Honda and Acura high-performance motorsports racing programs in North America, is teaming up with Xbox Game Studios' Forza Motorsport 7 players throughout the month of September for Forza's Rivals Challenge.

Starting today, Forza Motorsport 7 players will have the opportunity to virtually race in-game against professional Honda and Acura racing drivers. By participating in a series of "Rivals Challenges", Forza players can compete to beat HPD's drivers' leaderboard times to earn in-game Honda and Acura driver gear, and up to 1,000,000 in-game credits. Players will also have the chance to win exclusive in-game liveries inspired by real-world HPD racing vehicles.

The competition will consist of three rounds:

Week 1:

September 8th - 13th

Karl Wittmer, (GT: RacerKarl); IMSA racer, Canadian Touring Car Champion and HPD GT3 Academy Graduate

2017 Acura NSX at Laguna Seca

Week 2:

September 15th - 20th

Ryan Eversley, (Gamertag: HPDRyan); HPD Factory racer, HPD GT3 Academy coach and Pirelli World Challenge TCR Drivers' Champion

2009 Honda S2000 CR at Suzuka -- East Circuit

Week 3:

September 22nd - 27th

Romain Grosjean, (Gamertag: RoGro8); Formula 1 and NTT IndyCar Series racer

IndyCar at Indianapolis Motor Speedway -- The Brickyard

"We're thrilled to have Karl, Ryan and Romain as Forza's Bounty targets this month," says John Whiteman, Commercial Motorsports Manager, HPD. "We have fantastic car and track combinations lined up, including Grosjean driving the oval at IMS Brickyard-- something fans will be excited to contend with."