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## Zynga and McLaren Put CSR Racing 2 Players in the Driver's Seat of the New McLaren 720S

### For the First Time Ever, Players Can Experience the McLaren 720S from Their Mobile Device

SAN FRANCISCO, March 09, 2017 (GLOBE NEWSWIRE) -- Zynga (Nasdaq:ZNGA), a leading social game developer, today announced the exclusive release of the new McLaren 720S in *CSR Racing 2 (CSR2)*, a mobile racing game developed by Zynga's UK-based studio, NaturalMotion. The McLaren 720S was publicly announced earlier this week by McLaren at the Geneva International Motor Show on March 7, and marks the first time a supercar has been added to the vehicle lineup in *CSR2* the same week as the car's worldwide unveiling.

"McLaren is a leader in the automotive industry, combining cutting edge technology and precision design to create some of the most advanced sports and supercars in the world," said Torsten Reil, CEO of NaturalMotion. "We're incredibly proud to be working with McLaren to give *CSR2* mobile game players a chance to see and experience the new McLaren 720S the same week as the car's real-world debut. Players can now add the McLaren 720S to their *CSR2* garage, adding to their collection of other McLaren favorites like the iconic McLaren P1™ and the P1™ GTR, as well as the 650S, 675LT and 570S."

"We're big fans of the *CSR Racing* franchise and are excited to deliver McLaren fans around the world a console quality experience on mobile that beautifully represents the new McLaren 720S," said Hayley Robinson, Licensing Manager at McLaren Automotive. "The NaturalMotion team's high level of detail and execution is hugely impressive, and we are pleased to be working with this global franchise that puts players in the driving seat of their own McLaren."

Beginning today, *CSR2* players can compete and race their way towards a chance to win an in-game McLaren 720S. The sports car will be up for grabs as a Season Prize for players who participate in the Crew Milestone Ladder. The top three crews in the Crew Milestone Ladder will win a purple starred, super rare in-game version of the McLaren 720S, while other crews that complete the Crew Milestone Ladder will win a rare in-game version of the car. For players who want a sneak peek of the new McLaren 720S, for a limited time all players will be able to visit the *CSR2* dealership to take the car for an in-game test drive. For players not competing in the Crew Milestone Ladder, the in-game McLaren 720S can also be acquired at the game's Rare Imports lot.

*CSR2* players can now experience getting behind the wheel of the McLaren 720S from their mobile phone or tablet. *CSR2* is available globally on the [App Store for iPhone and iPad](#) and [Google Play for Android](#) devices. For more information about *CSR2*, visit the game's community channels on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

Game icon and images can be found here: <https://zynga.box.com/s/9f1z9dv7avzu4ghmjk3xji9g2zuq2xy1>

#### About Zynga Inc.

Since its founding in 2007, Zynga's mission has been to connect the world through games. To-date, more than 1 billion people have played Zynga's games across Web and mobile, including *FarmVille*, *Zynga Poker*, *Words With Friends*, *Hit it Rich!* *Slots* and *CSR Racing*. Zynga's games are available on a number of global platforms including Apple iOS, Google Android, Facebook and [Zynga.com](#). The company is headquartered in San Francisco, Calif., and has additional offices in the U.S., Canada, Finland, U.K., Ireland and India. Learn more about Zynga at <http://blog.zynga.com> or follow us on Twitter and Facebook.

#### About McLaren Automotive

McLaren Automotive is a British manufacturer of luxury, high-performance sports and super cars, located at the McLaren Technology Centre (MTC) in Woking, Surrey. For the past 30 years, McLaren has pioneered the use of carbon fibre in vehicle production and since introducing a carbon chassis into racing and road cars with the 1981 McLaren MP4/1 and 1993 McLaren F1 respectively, McLaren has not built a car without a carbon fibre chassis.

Following the global launch of McLaren Automotive in 2010, the groundbreaking 12C was revealed in 2011, the 12C Spider in 2012, and the limited-run McLaren P1™ went into production in 2013. In keeping with its plan to introduce a new model each year, the company unveiled the 650S, in Coupé and Spider form in 2014, while 2015 proved to be a year of unprecedented growth of the product portfolio with five new models launched across the full range. The strictly limited edition 675LT Coupé premiered at the Geneva Motor Show alongside the track-only McLaren P1™ GTR which, with 1,000PS, became the most powerful model ever produced by the brand. The much-anticipated Sports Series became the

third - and final - model tier in the McLaren range with the 570S Coupé and 540C Coupé debuting in New York and Shanghai respectively, less than one month apart. The end of 2015 saw the launch of the fifth model, the 675LT Spider, which was as a direct response to customer demand. The year also saw the end of production for the first model in the Ultimate Series as the 375th McLaren P1™ was completed, closing what had become a defining year for the British brand. 2016 continued where 2015 had left off with the introduction of the 570GT - a second body style for the Sports Series and the most luxurious car McLaren has ever built, as well as the 570S GT4 and 570S Sprint track variants. 2016 also marked the introduction of the company's new business plan, Track22, which sees the company investing £1B in Research and Development to deliver 15 all new cars or derivatives by the end of 2022, of which at least 50% will feature hybrid technology. The uplift in sales in 2016 also saw the launch of the second shift at the McLaren Production Centre as well as the company's third year of profitability in just six years of trading.

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## Forward Looking Statements

This press release contains forward-looking statements, including those statements relating to, among other things, the addition of certain McLaren cars to CSR2. Forward-looking statements often include words such as "outlook," "projected," "intends," "will," "anticipate," "believe," "target," "expect," and statements in the future tense are generally forward-looking. The achievement or success of the matters covered by such forward-looking statements involves significant risks, uncertainties, and assumptions. Undue reliance should not be placed on such forward-looking statements, which are based on information available to us on the date hereof. We assume no obligation to update such statements. More information about these risks, uncertainties, and assumptions are or will be described in greater detail in our public filings with the Securities and Exchange Commission (the "SEC"), copies of which may be obtained by visiting our Investor Relations web site at <http://investor.zynga.com> or the SEC's web site at [www.sec.gov](http://www.sec.gov).

References to game ratings contained in this press release are as of the date of this press release and are for all of the game's releases or updates in the applicable platform or app store.

 Primary Logo

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