

**Garena Free Fire and McLaren Racing feature the McLaren P1™ and MCLFF  
in exciting in-game collaboration**

- Exclusive McLaren Racing x Free Fire collection in the collaboration content drop
- McLaren Formula 1 racing driver Lando Norris will feature in the collaboration

**Singapore, May 25, 2021** – Garena has announced a collaboration with Formula 1 team, McLaren Racing, and Free Fire, the world's most downloaded mobile game in 2019 and 2020<sup>1</sup>.



Free Fire's crossover with McLaren – *Ace the Field* – will feature a thematic takeover in Free Fire, exclusive collaboration content and in-game features, as well as various promotional social media campaigns and offline activations.

Free Fire will deliver McLaren's vision for Grand Prix racing through an exclusive collaboration – MCLFF – an abbreviation for McLaren-Free Fire. The design in collaboration with the McLaren Racing design team, takes inspiration from other McLaren race cars, including the MCL35M.

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<sup>1</sup> Across the Google Play and iOS App Stores combined, according to App Annie.



The McLaren P1™ is designed, engineered, and built to be the best driver's car in the world, while the MCLFF will represent McLaren's vision of the future, where Grand Prix racing meets the age of advanced technology.

**Mark Waller, Chief Commercial Officer, McLaren Racing**, said: "We are thrilled to be collaborating with Free Fire for an in-game McLaren Racing integration. Our fans are always looking for ways to connect with our team and this integration gives this accessibility in a new and exciting way. It's a brilliant collaboration in a time when gaming is only continuing to grow, and McLaren wants to be a part of that growth!"

### **Enjoy the exclusive Free Fire version of MCLFF in the game along with the iconic McLaren P1™**

**Harold Teo, Producer for Free Fire**, said: "Both the MCLFF and McLaren P1™ are signature cars and represent the innovation and leadership that McLaren stands for. To bring these elements into Free Fire is something that we are truly excited about."

With this crossover, McLaren fans will be able to enjoy driving the signature cars in the Free Fire universe. They can choose their favourite in-game car with the MCLFF & McLaren P1™ look and drive around Bermuda, Kalahari, or Purgatory and battle in style!

"We look forward to our players enjoying the best of McLaren in Free Fire. Collaborations like this allows us to deliver new experiences for current players and interest others to try Free Fire out," Harold added.

A race track will also feature in Free Fire's Training Island, where players can take their cars out for a test drive.

### **Ace the Field with the McLaren x Free Fire collection**

Players can complete the racing look by equipping their characters with the exclusive McLaren Racing x Free Fire collection, which includes drivers' overalls featuring the McLaren papaya and blue, the original colours chosen by founder Bruce McLaren.

The crossover will also see various other elements within Free Fire inspired by McLaren, from the moment they enter the game until they engage in battle. This means having Gloowall skins, surfboards, airships, and emotes inspired by McLaren, to name a few.



## **Lando Norris – from race track to Free Fire**

McLaren Formula 1 racing driver Lando Norris, as a gamer himself, will feature in this collaboration. Fans can expect to catch Lando Norris throughout the campaign, with more details to be revealed at a later date.

Also on offer are opportunities to win VIP McLaren Racing prizes and experience a McLaren x Free Fire activation in a city near you. Stay tuned to Free Fire's social media channels for all the latest on the McLaren Racing x Free Fire crossover!

Come Ace the Field and download Free Fire here:

- [Apple iOS App Store](#)
- [Google Play Store](#)

## **About Garena**

Garena is a leading global online games developer and publisher. Free Fire, its self-developed mobile battle royale title, was the most downloaded mobile game in the world in 2019 and 2020, according to App Annie.

Garena is run by passionate gamers and has a unique understanding of what gamers want. It exclusively licenses and publishes hit titles from global partners – such as Arena of Valor, Call of Duty: Mobile, and League of Legends – in selected markets globally. Garena champions social and entertainment experiences through games, enabling its communities to engage and interact. Garena is also a leading esports organiser and hosts some of the world's biggest esports events.

Garena is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Garena, Sea's other core businesses include its e-commerce arm, Shopee, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.