

Honda to Hold Official e-Motorsports Event, “Honda Racing eMS 2025”

- Honda Racing Corporation (HRC) will hold Honda Racing eMS 2025, Honda’s official e-motorsports event, which has attracted more than 400,000 participants since its inauguration in 2023.
- Qualifying time attack event (online) will begin on August 29.
- Grand Final will be held online on December 6 and 7. A champion for each of the three regions^{*1}, Europe / Middle East / Africa, North America / Latin America, and Asia / Oceania, will be determined.
- Popular VTuber^{*2} Korone Inugami will once again collaborate as an event ambassador.

Honda Racing Corporation (HRC) today announced that it will hold its official e-motorsports event, Honda Racing eMS 2025, using Gran Turismo 7^{*3} (published by Sony Interactive Entertainment Inc.) for PlayStation®5 (PS5®)^{*4} and PlayStation®4 (PS4®)^{*5}.



Honda Racing eMS is a global e-motorsports event held by HRC, Honda’s motorsports arm, to offer more people a firsthand opportunity to experience the fun of driving race machines and the excitement of motorsports. A total of 200,000 e-sports players from 70 countries around the world participated in 2024, bringing the cumulative total since the inaugural event in 2023 to over 400,000 participants.

The online qualifying event, “Online Qualifier,” will take place from August 29 (Fri) to September 28 (Sun) (JST). The event will be held on the GT7 original track “Lake Maggiore” using the Honda NSX CONCEPT-GT ’16 in a time attack format. The car features a special livery prepared for this event, with additional logos of previous Honda Racing eMS event supporters Alps Alpine Co., Ltd, and NTT TechnoCross Corporation (brand logos of security tool “iDoperation” and the health management system “HM-neo”), as well as “Dominique Douce's Shop”^{**6}, a bakery with deep ties to Suzuka Circuit (Suzuka City, Mie Prefecture).

The final tournament “Grand Final” will be held online on December 6 (Sat) and 7 (Sun) (JST), divided into three regions: Europe / Middle East / Africa, North America / Latin America, and Asia / Oceania. The top 10 participants aged 18 or older from each region will compete to determine the champion for their respective region.

Inugami Korone, a Japanese VTuber with over 2.23 million subscribers^{**7}, will once again act as Honda Racing eMS ambassador to convey the appeal of motorsports to a wider audience.

■ About the Online Qualifier

Event: Honda Racing eMS 2025 Online Qualifier

Period: August 29, 2025 (Fri) 4:00 PM – September 28, 2025 (Sun) 11:59 PM (JST)

Format: Time attack format by driving the Honda NSX CONCEPT-GT ’16 on the Gran Turismo Sport 4 original “Lake Maggiore” track.

Participation requirements: Participants must be 7 years of age or older on the date the qualifier begins (at least 6 years old for residents of Japan) and able to play GT7 for PS5® or PS4® online.

Participation award: A Honda NSX CONCEPT-GT ’16 with a special livery, usable in GT7, will be awarded to participants.



Honda NSX CONCEPT-GT '16

■ About the Online Grand Final

Event: Honda Racing eMS 2025 Grand Final

Period: December 6 (Sat) and 7 (Sun), 2025 (JST)

Format: Online race using Gran Turismo 7

The event will be held in three regions:

Europe / Middle East / Africa, North America / Latin America, and Asia / Oceania.

Top qualifiers from each region will compete to determine regional champions.

For the Europe / Middle East / Africa and North America / Latin America regions, the top 10 qualifying participants will compete. For the Asia / Oceania region, the top 9 qualifying participants will compete with last year's champion, Takuma Sasaki.

Age requirement: 18 years of age or older^{*8}

* Please refer to the official website for details on qualifying / race participation and rules.

■ Comments by the Honda Racing eMS Ambassador, Inugami Korone:

"Wow! I'm thrilled to have been appointed as the Honda Racing eMS Ambassador once again! I'm truly honored to have this wonderful opportunity and look forward to sharing the excitement with everyone!"



Inugami Korone Official Website:

<https://hololive.hololivepro.com/en/talents/inugami-korone/> (English)

<https://hololive.hololivepro.com/talents/inugami-korone/> (Japanese)

More details, including how to participate, the list of participants, program details and the event schedule will be updated on the following websites:

<https://honda.racing/> (English)

<https://honda.racing/ja> (Japanese)

Honda Racing eMS official website

<https://www.honda.co.jp/motorsports/eMS/>

Honda Racing eMS official X account

https://x.com/hondaracing_ems

*1 Countries and regions where PlayStation services are provided and where Sony Interactive Entertainment Inc. has jurisdiction. Please see the terms of participation for details.

*2 VTuber stands for virtual YouTuber, which refers to YouTubers who produce and share videos they appear in as virtual characters and avatars generated using computer graphics.

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*6 A bakery and cake shop located at 17-30 Minamijima-cho, Suzuka City, Mie Prefecture. The company's owner, Dominique Douce, visited Japan in 1987 at the request of Honda for the F1 Japanese Grand Prix. Since then, the shop has become a favorite among F1 drivers and people involved in F1, and has since expanded within Japan.

*7 As of July 24, 2025.

*8 18 years of age or older on the first day of the Grand Final, except for residents of South Korea (19 years of age or older), and residents of Saudi Arabia, Kuwait, or the United Arab Emirates (21 years of age or older).