

2013 Nissan GT-R Honoring Usain Bolt Heads to Auction

A one-off 2013 Nissan GT-R honoring Olympic champion Usain Bolt is headed for an online auction to benefit charity.

The automaker is also developing a limited-edition Bolt GT-R. The special model is being created for Bolt's personal use. "Additionally, Bolt will start work with Nissan product specialists on a limited-edition version that can be ordered in markets where GT-R is available," said Nissan in a statement on Thursday. "Details of this project will be announced at a later stage." Nissan said the GT-R headed for an eBay online auction will be embossed with Bolt's signature and feature custom interior touches in "real gold." Auction details will be announced in late October. Proceeds will benefit the Usain Bolt Foundation, which creates educational and cultural opportunities for young people in Jamaica. Bolt was named honorary "Director of Excitement" for Nissan and will be part of the automaker's global marketing push. Edmunds says: We've heard of more ridiculous athlete endorsements, but never a more ridiculous title.