



Sega Amusements USA, Inc.

**Press Release  
For Immediate Release**



## **Ford Racing: Full Blown Goes BOLD** Hitting the Streets of North, Central and South America

**Elk Grove Village, Ill. September 7, 2006** – Sega Amusements USA, Inc. announces the November release of *Ford Racing: Full Blown* to the North American market. The title has sped to success in Europe and is geared up to make a nostalgic drive into the United States.

*Ford Racing: Full Blown* features a license from one of the most recognizable automotive brands in the United States and the world, Ford Motor Company. Sega obtained the Ford license via a partnership with Empire Interactive, whose Ford Racing franchise for home console systems has exceeded two million copies in the market. Converting the consumer version to an arcade-savvy machine was an eighteen month process. The companies had to adjust the playability and game time to appeal to the arcade audience, whom prefer instant rewards and immediate accessibility from their game experience. The end result is an outstanding translation from the home version, with a precise adaptation to a PC-based, arcade-style game experience.

The dynamic, coin-operated driving game is equipped with a force-feedback wheel or driving pedal along with an authentic racing seat to enhance the realistic racing atmosphere for driving game aficionados. It features the greatest Ford cars across all eras, including 25 beautifully detailed cars like the 68' Mustang GT, 66' Thunderbird Convertible, Crown Victoria, SVT Cobra, Mustang FR200, FR100 Concept and many more. The course is set to 12 tracks across 5 zones, such as off-road, beach, lost villages, the deep south and challenging weather conditions. Driving through the *Ford Racing* streets is enjoyably challenging and suitable for all generations. With new scenic displays around every pike, bowl turn and summit, drivers will find this entertainment machine to be nothing less than exhilarating.



If that is not “tough” enough, *Ford Racing: Full Blown* is uniquely designed with a built-in software upgrade that will automatically update all cabinets simultaneously with 8 new cars and 12 tracks at a pre-set date.

*Ford Racing: Full Blown* collections in the European market have been stellar, beating out *Fast & Furious™* time and time again. Income reports at various bowling centers revealed *Ford Racing: Full Blown* to earn percentages up to 43% higher than the competing driving title.

Sega has been more than satisfied with the feedback on this “bold” driving title, as Ford advertisers may put it. Sega Amusements USA is offering Twin and Single cabinets to meet the interest of a variety of customer types. However, for an even larger impact, up to six Single cabinets can be linked, 3 twins, or a combination of both equaling 6 players for some healthy head to head play.



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**Link Up to 6 Players!**  
**Link 3 Twins = 6 Seats**  
**Link 6 Singles = 6 Seats**

Contact your Sega Representative for more information or  
Visit us at [www.sau.sega.com/fordracing/!](http://www.sau.sega.com/fordracing/)

**About Sega Amusements USA, Inc.**

Serving the North and South American markets, Sega Amusements USA, Inc. is a wholly owned subsidiary of Sega Corporation, Japan. Sega Amusements USA, Inc. is an industry leader in creating state-of-the-art interactive video, self contained merchandising, and redemption game play experiences through the utilization of complementary technologies and devices to enhance player enjoyment and loyalty. Products include single-player upright video games, self-contained merchandisers, and multi-player attendant operated simulators.

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