



## Buckle Up for the Official Launch of *Asphalt 9: Legends*

*Gameloft and Lamborghini offer a trip to Italy and a Terzo Millennio in-game ride to celebrate launch to [the App Store](#), [Google Play](#) and [Microsoft Store](#).*

**Paris, July 26<sup>th</sup>, 2018** – Gameloft, leader in the development and publishing of mobile games, is proud to announce that *Asphalt 9: Legends*, the latest entry in the world’s most downloaded mobile racing franchise, is now available on the App Store, Google Play, and Microsoft Store. Maintaining Gameloft’s tradition of setting the benchmark for high quality mobile games, *Asphalt 9: Legends* lets players experience the thrill and fun of racing the world’s most famous cars with a graphic quality only ever seen on consoles before.

Download the [press-kit here](#).

The launch trailer can [be viewed here](#).

In *Asphalt 9: Legends*, players perfect their skills, prove their worth, and become legends through racing across awe-inspiring tracks set around the world. They collect and unlock world famous hypercars and races by playing through the robust single player campaign. *Asphalt 9: Legends* launches with nearly 50 super and hyper cars including some of the fastest, rarest, and most prestigious cars ever made, such as the Bugatti Chiron, the McLaren P1 and, for the first time ever in a video game, the Lamborghini Terzo Millennio, exclusive to *Asphalt 9: Legends*. Players will also find the series’ acclaimed arcade racing gameplay expanded with Touchdrive™, a fresh approach to driving controls that adds a layer of strategic decision to the sheer fun of the ride.

With *Asphalt 9: Legends*, there is always a way to race with your friends or against the entire Asphalt community thanks to a suite of multiplayer modes. Multiplayer allows for 8 players to race against each other in a ranked series, challenging players to climb leagues and leaderboards across 5 leagues. *Asphalt 9: Legends* also introduces new multiplayer experience with Clubs, a social feature allowing players to team up and pool their points in order to win rewards and top the Club Leaderboard. Every club is customizable, can have up to 20 members, and comes with a private channel for chatting with other club members and planning strategies for the next big race.

*“We are dedicated to keep offering the best mobile racing experience and that means ensuring accessibility to newcomers, while still challenging veteran fans of Asphalt,”* stated Alexandre Pelletier-Normand, Executive Vice-President, Production at Gameloft. *“Gameloft once again raised the bar of mobile gaming to create a robust online arcade racing experience in Asphalt 9: Legends. We added new gameplay and social features to the franchise with a focus on building a community and the inclusion of alternative control schemes such as Touchdrive™.”*

Time-Limited Events further add to the game’s exclusive content. These events challenge players to complete specific tasks in order to win special rewards, but are only available for limited time. To celebrate the launch of *Asphalt 9: Legends*, Gameloft and Lamborghini have partnered to offer an in-game event with the exclusive availability of the Lamborghini Terzo Millennio – the only way in the world to drive this amazing concept-car. With the “Legendary Trip by Lamborghini”, players will be able to win special in-game rewards, and even a trip to the Lamborghini headquarters in Italy\*!



So download *Asphalt 9: Legends* on [the App Store](#), [Google Play](#), or [Microsoft Store](#) now! See you in the game or on *Asphalt 9: Legends'* [Facebook page](#) to have all the details on how to enter the competition.

\*Time-limited event, the in-game Terzo Millennio and the in-game rewards are available worldwide. Sweepstake to win a trip to Italy is opened worldwide with the exception of the following markets: Australia, Belgium, Burma, Brazil, Cuba, Iran, Italy, Malaysia, North Korea, Norway, Quebec, Soudan, Spain and Syria.

### **About Gameloft**

Leader in the development and publishing of mobile games, Gameloft® has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms, two of which are featured in the “Top 10 Games by All-Time Worldwide Downloads” from App Annie. Gameloft operates its own established franchises such as Asphalt®, Order & Chaos, Modern Combat and Dungeon Hunter and also partners with major rights holders including Universal, Illumination Entertainment, Disney®, Marvel®, Hasbro®, Fox Digital Entertainment, Mattel® and Ferrari®. Gameloft distributes its games in over 100 countries and employs 5,400 people worldwide. Every month, 114 million unique users can be reached by advertisers in Gameloft games with Gameloft Advertising Solutions, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company.

All trademarks referenced above are owned by their respective trademark owners.