



December 13, 2016

## EA and Real Racing 3 Team Up with Formula E

*New Partnership Will Give Players Exclusive Hong Kong ePrix Experience*

View the VR trailer [here](#).

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Electronic Arts Inc. (NASDAQ:EA) today announced a new partnership between *Real Racing 3*, an award-winning\* mobile racing franchise, and the FIA Formula E Championship, the world's first fully-electric single-seater series, to bring the season-opening Hong Kong ePrix to life in the game.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161213005342/en/>



With this new partnership, *Real Racing 3* will be adding the Formula E street circuit in Hong Kong's Central District as a new track in the game, in addition to an in-game version of an official Formula E car, and exclusive behind-the-scenes videos from the real-world event, which took place this October 9, 2016.

"*Real Racing 3* is committed to being the one-stop shop for all things motorsports on mobile," said Luis Gigliotti, Executive Producer on *Real Racing 3*. "And with that commitment to bringing players the highest-end content, we have partnered with the newest, fastest growing motorsport in the world: the exciting, forward-looking motorsport of Formula E racing."

Now players will be able to experience the Hong Kong central harbourfront circuit first-hand, as they get behind the wheels of an eco-friendly, high-powered electric vehicle

EA and Real Racing 3 Team Up with Formula E (Graphic: Business Wire) that boasts a maximum speed of 140 mph (225 km/h).

"With almost 200 million people watching our events live or from the comfort of their home, Formula E is always looking for new ways to make motorsports more interactive for families everywhere," said Alejandro Agag, CEO of Formula E. "Through our partnership with *Real Racing 3*, we are excited to finally bring the thrill of the world's first electric motor racing series to the palm of their hands, providing new experiences and behind-the-scenes content they are sure to enjoy while at home or on-the-go."

Developed by Firemonkeys Studio, *Real Racing 3*'s new 'Formula E' update will be available on December 13 as a free\*\* download on the [App Store](#) and [Google Play](#). For more information about *Real Racing 3*, follow us on [Twitter](#), Like us on [Facebook](#), Watch on [YouTube](#) and visit <http://www.ea.com/real-racing-3/>

\**Real Racing 3* was awarded IGN's Editor's Choice and Pocket Gamer's Gold Award.

\*\*Network fees may apply. Includes in-app purchases.

**About Electronic Arts**

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2016, EA posted GAAP net revenue of \$4.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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### **About the FIA Formula E Championship:**

The FIA Formula E Championship is the world's first fully-electric single-seater racing series, competing on the streets against the backdrop of some of the most iconic cities - including Hong Kong, Marrakesh, Buenos Aires, Monaco, Paris, New York and Montreal. The championship represents a vision for the future of the motor industry, serving as a platform to showcase the latest innovations in electric vehicle technology and alternative energy solutions. Future seasons will see the regulations open up further allowing manufacturers to focus on the development of motor and battery components, which in turn will filter down to everyday contemporary electric road vehicles.

The 2016/17 FIA Formula E Championship pits 10 teams and 20 drivers in wheel-to-wheel competition in 10 cities spanning five continents in the fight to be crowned Formula E champion. The inaugural season of Formula E sparked into life in September 2014 around the grounds of the Olympic Park in Beijing. The third season of the electric street racing series got underway on October 9 in Hong Kong, with the season finale double-header in Montreal on July 29 & 30.

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Source: Electronic Arts Inc.

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