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## Need for Speed Takes Back the Streets

*Deep Customization, Authentic Urban Car Culture, Open World, and Immersive Narrative Drive the Definitive NFS*

GOTHENBURG, Sweden--(BUSINESS WIRE)-- Today Ghost Games™, an Electronic Arts Inc. (NASDAQ: EA) studio, launched *Need for Speed™* on Xbox One, the all-in-one games and entertainment system from Microsoft, and PlayStation®4 computer entertainment system.

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

<http://www.businesswire.com/news/home/20151105005330/en/>



"Since we started the journey to reboot this storied franchise, our goal was to create a game that delivered on what our fans wanted," said Marcus Nilsson, Executive Producer, Ghost Games. "We've gone deep on authentic customization and crafted an experience that's rich in the modern day urban car culture. We've also brought back an immersive narrative and a nocturnal open world, and weaved everything together to create the definitive *Need for Speed*."

With extensive visual customization with authentic after-market brands, performance upgrades, handling tuning and a brand new wrap editor, *Need for Speed* delivers the richest and most authentic customization seen in the franchise's 20-year history. Immersing you into an experience that's grounded in

today's urban car culture, the game highlights present and emergent trends from around the automotive world. The team collaborated closely with [Speedhunters](#) on every element of the game, from the car list to the relevant after-market products, to ensure that *Need for Speed* truly represents the modern day car modification scene.

Five Ways to Play - Speed, Style, Build, Crew, and Outlaw - is a compelling new gameplay mechanic which drives your experience through interconnected narrative which are built around five real world automotive icons. These icons - Magnus Walker, Ken Block, Nakai-san, Risky Devil, and Morohoshi-san - are the stars of today's urban car culture, and have inspired the stories behind the gameplay by how they express themselves on the streets every day. Earn their respect and build your reputation on your journey to become the ultimate icon.

See the [Need for Speed Launch](#) trailer and visit [www.needforspeed.com](http://www.needforspeed.com) for more information on the game.

*Need for Speed* is available now worldwide for Xbox One and PlayStation 4. [EA Access\\*\\*](#) members can save 10% when they buy the digital version of *Need for Speed* on Xbox One. *Need for Speed* launches Spring 2016 on [Origin™](#) for PC. Join the *Need for Speed* conversation on [Facebook](#), [YouTube](#) and [Twitter®](#). Press assets for *Need for Speed* are available at <http://info.ea.com>.

For players wanting to keep racing on the go, *Need for Speed No Limits* is available now on mobile as a free download\* in the [App Store](#) and [Google Play](#). For more information about *Need for Speed No Limits*, please visit [www.ea.com/needforspeednolimits](http://www.ea.com/needforspeednolimits), or join the conversation on [Twitter](#).

\*Network fees may apply and includes in-app purchases

\*\*CONDITIONS, LIMITATIONS AND EXCLUSIONS APPLY. SEE [EA.COM/EAACCESS/TERMS](http://EA.COM/EAACCESS/TERMS) AND [EA.COM/EAACCESS](http://EA.COM/EAACCESS) FOR DETAILS.

## 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 2015, EA posted GAAP net revenue of \$4.5 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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