

Australian Developed Veloster Race Concept a Global Handheld Phenomenon

Written by Jason (Neutral)
Monday, 05 May 2014 20:44



The world-first, Australian-developed Veloster Race Concept car has become the latest star of the global mobile gaming phenomenon, Real Racing 3.

First unveiled in late 2012, the Veloster Race Concept has recently been digitally recreated for inclusion in the mobile-based racing game. The free-to-download Real Racing 3 was also developed in Australia and is played by millions of gamers worldwide.

The Veloster Race Concept was developed by a specialist engineering team to withstand the extreme rigour of tarmac rally racing. Stripped down to a body shell and rebuilt to exacting standards by a dedicated team, using Hyundai technical and engineering know-how combined with contracted motorsport race specialists. The project was led by the same technical team that conduct all ride and handling tuning for Hyundai production vehicles in Australia.

In a unique twist, the Real Racing 3 version of the Veloster Race Concept will help raise money for The Save The Children Fund.

By participating in Real Racing 3's new Hyundai Veloster Turbo Time Trial Competition, gamers can donate to the charity while also having a chance to win a trip to Italy, including a VIP hospitality prize at next month's WRC Italia Sardegna Rally.

Finalists will race 'live' on Hyundai's huge billboard in London's Piccadilly Circus. The winner will travel to Italy to meet Hyundai's impressive WRC team at the rally, sixth round of this year's World Rally Championship. The competition is open until May 12.

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The Concept made a huge impression on both Hyundai Motor Company in Korea and Melbourne-based Firemonkeys, whose games are played by more than 150 million gamers worldwide. The Veloster Race Concept's stance, its striking original livery and dynamic performance are represented realistically in Real Racing 3.

One of the world's leading computer-game developers, Firemonkeys also was responsible for such award-winning games as Flight Control, SPY mouse, Mass Effect Infiltrator, Dead Space and The Sims FreePlay.

Electronic Arts, a leading global publisher of video, digital and social games, released Real Racing 3 in February 2013, and the mobile-based racing game, known for its realistic high-quality graphics and asynchronous multi-playing function, has been downloaded more than 85 million times since its launch.

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