



## ***Asphalt 9: Legends* Races to the Front of the Pack in Record Time**

*Over 4 million downloads since its launch on the App Store, Google Play and Microsoft Store*

**Paris, August 1<sup>st</sup>** – Gameloft, leader in the development and publishing of mobile games, is proud to announce that *Asphalt 9: Legends*, the latest entry in the multi-awarded *Asphalt* franchise, has been downloaded more than 4 million time in less than one week after its launch on July 26<sup>th</sup>, 2018. *Asphalt 9: Legends* reached the Top 5 Most Downloaded Games on iPhone in 150 countries, including USA (#4), United Kingdom (#5), France (#2), Germany (#2), Italy (#2) and Japan (#1). A race to the top in record time!

The millions of players who chose to download *Asphalt 9: Legends* rated it 4.6 stars and above on most stores in the world, crowning it as the gold standard among mobile racing games. And beyond the praise of the players, the game also received a premium featuring by the stores! *Asphalt 9: Legends* was selected as the Editors' Choice by Apple and appeared in the "Game of the Day" category in most of the App Stores in the world. The game was featured as well on the App Page of Google Play in the USA and most of European countries.

*"We are proud of this dazzling achievement of Asphalt 9: Legends, marking the culmination of years of passionate work. This enthusiastic response shows once again the expertise of Gameloft in delivering the best mobile game experience,"* stated Alexandre Pelletier-Normand, Executive Vice President Production at Gameloft. *"We thank our users for their trust, as they are our inspiration to keep surpassing ourselves."*

*Asphalt 9: Legends*, the latest entry in the world's most downloaded mobile racing franchise, brings back the fun of arcade racing games and takes it to the next level, blurring the line between mobile and console graphics and integrating a strong multiplayer and social feature set.

*Asphalt 9: Legends is available on [the App Store](#), [Google Play](#) and [Microsoft Store](#).*

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

### **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.

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