**GRIP Marketing Text**

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| **PRODUCT NAME**  | GRIP |
| **What is…** | Inspired by the Rollcage games of 1999 and 2000, GRIP is a new IP for a new generation. A return to the hardcore combat racer, bristling with heavy weapons and packing ferocious speed, the game is an intense, sensory feast. |
| **USP** |  |
| **Strapline** |  |
| **10 Words** | GRIP is a high octane, hardcore combat racer… bristling with heavy weapons. |
| **25 Word** | GRIP is a high octane, hardcore combat racer, packing ferocious speed and armed to the teeth with heavy weapons. |
| **50 Word** | GRIP is a high octane, hardcore combat racer, packing ferocious speed and armed to the teeth with heavy weapons.Harnessing gravity defying physics alongside a bristling arsenal of outlandish weapons, GRIP delivers the fastest, most competitive racing experience ever. Scale walls, ceilings and anything else you can get your tyres on to... as you master tantalising tracks, tricks and perform mind-blowing stunts to race your way across the cosmos.  |
| **Full Description** | GRIP is a high octane, hardcore combat racer, packing ferocious speed and armed to the teeth with heavy weapons.Evolved from the age of street racing, the world of GRIP is brutal and cut-throat to the core. To win the race is never enough, greatness comes from the journey and the trail of merciless destruction you unleash upon your rivals along the way. Scale walls, ceilings and anything else you can get your tyres on to... as you master tantalising tracks, tricks and perform mind-blowing stunts to race your way across the cosmos. Customise your vehicle, utilise devastating weapons and exploit a destructible environment to ensure not only victory, but the complete annihilation of your opponents.Harnessing gravity defying physics alongside a bristling arsenal of outlandish weapons, GRIP delivers the fastest, most competitive racing experience ever. Featuring a killer soundtrack, furious speeds and intense action, GRIP is guaranteed to generate unforgettable gaming moments - online or offline - with nail-biting split screen racing and tournaments. |
| **Key Features** | * Hit speeds of up to 767mph on floors, walls, ceilings and anything you can get those tyres on to… just keep that hammer down.
* Race your way through 22 tracks across a host of 4 exotic planets; From hostile, icy worlds to foreign, non-terrestrial cities, like nothing you’ve raced through before.
* Pick-up an array of 9 power-ups and weapons, from shields and turbos, to mines, missiles and explosive darts.
* Compete with friends in offline split screen or take the adrenaline to online multiplayer, with full lobby and matchmaking support.
* Face off alone against friends and enemies or team up for dog-eat-dog action in 5 Arena battle maps
* Beat the clock, avoid obstacles and find new pathways in 19 point-to-point Carkour runs.
* Be the best and rise to the top in the single player campaign, gain XP and customize your ride’s appearance with hard-earned upgrades.
* Blast your way through structures or collapse your opponent’s route around them, you must use your wits as well as your skill to win.
* Choose from a roster of 15 armoured cars to suit your style – some swift and agile, others brutish and heavily armed.
* Race to a thumping licensed electronic soundtrack, ranging from techno, to trance to our main jam, drum n bass.
* Built in Unreal Engine 4, Grip will take you back to your nostalgic past, while simultaneously propelling you into a kick-ass future
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| **Key Features Short** | * Hit speeds of up to 767mph on floors, walls and ceilings
* Race your way through 22 tracks across a host of 4 exotic planets
* Pick-up 9 power-ups and weapons, from shields and turbos, to missiles and explosive darts.
* Compete with offline split screen and online multiplayer
* Face off alone or team up in 5 Arena battle maps
* Beat the clock in 19 point-to-point Carkour runs.
* Single player campaign included
* Roster of 15 armoured cars to suit your style
* Thumping licensed electronic soundtrack
* Built in Unreal Engine 4
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| **Story (Abridged)** |  |
| **Story** | GRIP has its origins in the illegal street racing scene that spawned in the early 21st century. At that time the races were reasonably harmless. A danger to the public, certainly, with inexperienced drivers managing to destroy their rides in ill-judged corners. But most of the time, it was only the drivers themselves that wound-up dead. It was characterized as an underground movement, largely ignored by law enforcement, with only a handful of arrests ever being made. The world had other worries.Then things started to change. The scene became dominated by major players with big egos. Full of bravura, their cars evolved and became all about the speed, and with that the danger began to grow. Elements of the public started to become interested in the drama and a whole new subculture gravitated towards the action. This was racing alright, and everyone in it was out to win, whatever the cost. Accidents happened often, and that too became part of the allure. This sport was really taking off, despite the intensifying efforts of authorities to bury it.In the end, the races became so testosterone-fuelled and running so close to the edge that even pirate TV started to cover them. The channel known simply as GRIP became synonymous with the whole scene, which exploded with massive public interest running counter to government crackdowns on the problem. Funded by gambling income and black-market TV subscriptions, the hacker crew running the TV link became very wealthy indeed.The drivers in these races quickly realized what they were missing, and they were more than just a little displeased, they were harbouring some righteous anger. Some TV network taking over their scene - taking all the rewards yet sharing none of the risks, what the hell was that about? The fury erupted, and the big dogs made their grab for power. Fierce fighting broke out between the two groups, but the network was no match for the drivers and gave way to superior force. Faced with no choice but to accept the offer they were given, a balance of power was struck, and everyone moved forward. The network retained a cut, but the drivers were now collecting an income for their risk, a real income that allowed them to pimp their speed machines even further.But money corrupts, and in GRIP it corrupted absolutely. The cut from the races was split between all the drivers, those that ended first received the most, and those that didn’t end at all, well, received nothing. It wasn’t long before this fact was viciously exploited. The cars, originally built purely for racing, slowly evolved to become armed, and armoured. Fewer people finishing a race meant more money for those that did. It wasn’t just about racing any more, it was about destroying your rivals along the way.The government really couldn’t tolerate such an obscene display of violence and weaponry in their backyard. The regular police were hopelessly outclassed, so they sent in the military. But as they became increasingly involved, this just added to the whole drama of the scene. Though still very much underground, it was becoming rampantly popular. It was everyone’s favourite new addiction, their guilty pleasure. For the drivers though, the military intervention was just killing it. The racing was already intense enough, but fighting on two fronts was all but impossible. Something had to be done, this was a way of life now, and it wasn’t going to just stop. So the whole thing started to move, not just into the far reaches of the desert where it would be less conspicuous, but eventually off-world to try and find places where they could race to the max without wasting munition on government forces that they would much rather save to fight against each other. It was all about the winning. |
| **Keywords** |  |
| **Format(s):** | **Xbox One** | **PlayStation® 4** | **PC (Steam)** | **Switch** |
| **Age Ratings (TBC):** |  |  |  |  |
| **Languages (Text)** |  |
| **Languages (Audio)** |  |
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| **Copyright Micro** | GRIP © 2018 Caged Element Inc. All Rights Reserved. |
| **Developer name** | Caged Element |
| **Publisher** | Wired Productions  |
| **Publisher URL** | [www.wiredproductions.com](http://www.wiredproductions.com)  |
| **Release Date** | Q3 2018  |
| **About Caged Element**  |   |
| **About Wired** | Wired Productions is an established computer games publisher based in Watford, Hertfordshire, UK.  Founded in 2008, Wired have produced over 40 titles for many global publishers and are part of the team responsible for the 1.5 million unit selling We Sing franchise. In 2013, Wired moved into console publishing on all major platforms. Notable launches to date include Let’s Fish! Hooked On, Tiny Troopers Joint Ops, Last Inua and Super Dungeon Bros, Victor Vran and The Town of Light. In 2017, Wired productions published Max: The Cursed Brotherhood, Surf World Series, Vostok Inc. and more. Wired Productions are also a founding member of We Sing Productions, which is a collaboration between THQ Nordic, Wired Productions and Le Cortex, with the sole mission to establish a new range of We Sing products for all formats.For more information visit [www.wiredproductions.com](http://www.wiredproductions.com/) or follow at: [www.facebook.com/WiredPro](http://www.facebook.com/WiredPro) and on Twitter<https://twitter.com/WiredP>. |