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Racing News

Hummer H3 in Playstation 3 'Dirt'-Game

Team Hummer has recently been working on a marketing program with a game developer who has built the off-road racing game "DiRT" (formerly Colin McRae's DiRT).

Building on the success of the previous incarnations, DiRT introduces a broader range of rally and 'off-road' racing including, US CORR Off-Road and Rally Raid (4x4 Paris-Dakar style), Rallycross and Hill Climb modes, alongside the core championship element. The Colin McRae rally franchise is one of the most established game franchises of any motorsport/driving genre. Famed for amazingly realistic physics and handling, and a degree of authenticity rarely experienced in driving games, 'DiRT' is likely to extend the interest to a truly global audience.

To tap into this successful franchise, Rod's HUMMER H3 has been re-created in a game format and will be available as a playable vehicle in the exclusive Play Station 3 download via Sony's Home Network. HUMMER will be the only playable vehicle within the Playstation 3 demo version of "DiRT" and users will not be required to have already purchased the game in order to download the "Interactive HUMMER Experience."

The full game demo will be coming shortly, but we are at a place where I wanted to share some initial elements. This is also the opportunity where we can supply feedback on the vehicle modeling that has been done by Codemasters. The truck that you will see in the attached .JPG was constructed based on photography taken of the actual truck, so it should be pretty accurate. Keep in mind that this is a game and a modeled vehicle. View the model on the next page.

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