

## **704Games Announces *NASCAR Heat 2***

*New console game with wide range of enhancements launching Sept. 12 on PlayStation®4, Xbox One and Windows PC*

*Social media campaign allows fans to help decide the next game cover athlete leading into this weekend's Monster Energy All-Star Race*

**CHARLOTTE, N.C. – May 15, 2017** – 704Games, NASCAR Team Properties' exclusive console simulation-style video game licensee, announced today that *NASCAR Heat 2*, a new NASCAR racing game, will be available in North America on Sept. 12, 2017 for the PlayStation®4 computer entertainment system, Xbox One and Windows PC.

*NASCAR Heat 2* builds on the core experience of its predecessor, *NASCAR Heat Evolution*, with advancements from returning developer Monster Games. These improvements include enhanced online multiplayer, a deeper career mode, track updates, additional drivers and other features in line with the 2017 NASCAR-sanctioned national series formats.

"We're excited to continue our relationship with Monster Games for *NASCAR Heat 2*," said Paul Brooks, CEO of 704Games. "This new game will have a very different look and an enhanced overall experience that reflects the insights of actual NASCAR drivers. Over the coming months, we'll announce additional new features that we believe will really excite our fans."

"*NASCAR Heat 2* improves on the strong racing foundation established in *NASCAR Heat Evolution*," said Richard Garcia, President of Monster Games. "We added a slew of new features designed to take NASCAR games back to their roots, while delivering an authentic racing experience for fans."

704Games is again working with Toyota, an Official NASCAR Partner, for a new cover athlete competition. From now until Friday, May 19, fans can vote at [www.NASCARHeat.com/CoverRace](http://www.NASCARHeat.com/CoverRace) for the two Toyota drivers they want to see go head-to-head to be the face of *NASCAR Heat 2*. The first of these finalists to finish Stage 2 at the Monster Energy All-Star Race™ on May 20 will become the cover athlete for *NASCAR Heat 2*. This is the second year 704Games and Toyota have partnered to offer additional racing content to elevate the in-game experience.

"The inaugural Monster Energy All-Star Race is going to be one of the most entertaining weekends of the year," Brooks concluded. "Being featured on the cover of a video game is an honor for any athlete. Teaming up with a forward-thinking partner like Toyota for the *NASCAR Heat 2* Toyota Cover Race is a thrilling addition to up the stakes of the weekend and increase fan involvement."

Additional information on *NASCAR Heat 2* will be available throughout the summer on the game's official website: [www.NASCARHeat.com](http://www.NASCARHeat.com). Fans can also follow *NASCAR Heat 2* on [Instagram](#) and [Facebook](#) for the latest updates.

The official *NASCAR Heat 2* logo and *NASCAR Heat 2* Toyota Cover Race Sizzle Video can be found [here](#).

### **About 704Games**

704Games is a video game publisher and developer focused on delivering high-quality experiences on console and mobile. 704Games, a video game licensee of NASCAR, released their first console game, *NASCAR Heat Evolution*, in September 2016 on the PlayStation®4 computer entertainment system and Xbox One, as well as Windows PC. *NASCAR Heat Mobile*, the first authentic NASCAR mobile racing game, launched in April 2017 on iOS and Android. 704Games is headquartered at NASCAR Plaza in Charlotte, North Carolina. For more information, please visit [www.704Games.com](http://www.704Games.com).

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