

GMC Vehicles Tackle Virtual Gridiron – Madden-Style

Are you GMC drivers ready for some football?

GMC, the official vehicle of the NFL, will become the official vehicle of EA SPORTS Madden NFL 25 on Aug. 27, when the 25th anniversary edition of the Madden NFL franchise arrives in stores with GMC vehicles integrated into the gaming experience for the first time.

The game will contain visuals of the new 2014 GMC Sierra full-size pickup, as well as Yukon, Acadia and Terrain models.

The vehicles will appear at various points during gameplay, including after a Super Bowl victory. Just as in real life, the game's MVP will be awarded a vehicle.

The GMC "Official Vehicle of the NFL" logo, vehicle imagery and other branding will be displayed on game scoreboards and in the advertising around select virtual stadiums.

"GMC's association with professional football is rooted in the common bonds of strength and determination," said Sandra Moore, director of GMC Advertising and Sales Promotions.

"Our new Madden integration allows us to show that we're a technologically savvy brand as well."

GMC's in-game integration will also include elements of the brand's involvement as the Official Vehicle of the NFL.

During the NFL season, GMC selects a "Never Say Never Moment of the Week," the moment that best demonstrates a combination of impressive athletic performance, intelligence and preparation. Each moment will be made available to replay in-game at regular intervals throughout the season.

Replays require an Internet

connection and an Origin Account to play. Account creators must be at least 13 years old.

GM spokesperson Chris Srock said the relationship between GM and EA SPORTS makes sense given the fact that both companies have a long relationship with the NFL.

"I'm not a big gamer myself," Srock said. "But the more I learned about the demographics shared by GMC and EA SPORTS, the more it made sense because they're so similar."

The teenagers who played Madden 25 years ago when the game first came out now fall into the demographic of the GMC buyer, Srock said, adding that the teenagers of today will be the GMC buyers of tomorrow.

It's just another way of getting the GMC brand in front of future GMC buyers, he said.

Srock said one of the things that she learned and found very interesting was that GMC ads will appear in the Madden game.

The graphics show real football stadiums and GMC ads placed on the stadium walls the same way advertising might be on the walls of the real stadiums.

Additionally, game fans will have the opportunity to complete a hand-picked GMC Collection of Professional Grade players, which can be found through the purchase of Madden Ultimate Team packs.

From now until Aug. 1, an online sweepstakes will give Madden NFL fans a chance to win tickets to EA SPORTS Tiburon studio in Orlando, Fla., where they'll spend a day meeting the programmers and testing the game before it's released to the public. Contest details are at www.GMCMadden.com/NFL.

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