

William Ho, Lead Game Designer

3) What's your favorite part about working on Full Auto?

What excites me most about the Full Auto is the freedom we have to create a truly fresh game.

Every aspect of the game is brand new: the engine, the game mechanic, the franchise, the platform, the team. We are free from legacy code and legacy assumptions. Our publisher, Sega, has been this game's biggest fan since day one. This freedom gives us the luxury of fresh thinking for every part of Full Auto.

4) From your perspective, what elements truly make Full Auto a next-gen title?

I like to talk about Full Auto's "accessible depth". Some racing games are accessible, but wear thin quickly. Others are deep but require too much investment from players.

The tools you are given in Full Auto are familiar. You already know how to drive like the wind and win races. You've used guns in shooters and you know what you want to do with them. Creating wildly different outcomes with these familiar tools is a powerful experience. Bringing the power of accessible depth to a mass audience is next-gen to me.

5) How will Full Auto change gamers' perspective on the racing genre?

I think Full Auto is an eye-opener for both hardcore and casual racing fans alike. This is because it delivers a road rage fantasy like no other game has delivered yet. While sitting in rush hour traffic, who doesn't imagine what it'd be like to send someone into a ditch or to tear a hole into a building to take a shortcut? We have the sense of speed and hero physics that gamers expect, but then we deliver the fantasy doing just about everything you could only imagine up until now.

6) Where do you think the racing genre is heading?

For better or worse, the Gran Turismo series set the bar for freedom of choice with sheer scope. Since then, every major racing game has tried to offer more and more choices. This has stretched to the point where choices are overwhelming and, ultimately, less meaningful and significant. Who has time to wade through endless lists of cars and parts and gadgets and whatever?

I think racing games will need to make choices more intuitive. Customization and personalization will become more playful and organic, and I'm talking about more than just cars...

Should the Full Auto franchise continue, what are the core elements you'd like to add to keep gamers coming back for more?

Now that we've established the foundation for racing combat going forward, I'd like to explore more fantasies about speed and destruction. What do you want to drive next, and where? What kinds of things do you want to blow up and bring down? And what do you want to compete for? Money? Fame? Power?

We have some coals in the fire for the future of Full Auto, but we'd love to hear what our fans want to do with fast cars and big guns