





Join us the ride.



Club Kart European Session includes Sega's new Memory Card Reader & Dispenser technology (MCRD). MCRD allows players a variety of Sega-exclusive options.

Customize the Club Kart. Select the color for your Club Kart frame and cowling. Over 200 color combinations are available allowing players to get just the look they're looking for.



Customize the Club Kart Driver.

Choose the color scheme for your drivers racing suit and helmet. The suits include multi-colored trim adding to the realism of the game. The artwork on the helmets is artistically detailed heightening the experience.

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Select your sponsors. Players can select from over 50 different real corporate sponsors when they successfully complete a circuit. Logo decals will be affixed to the cart letting everyone know this player is an elite Club Kart racer.



Game Saves. The MCRD lets players do something they've never been able to do on a Sega game. Save their game on their Club Kart Card. When they return to play again, they can start exactly where they left off.

Team Play. A group of players can customize their Club Karts and drivers creating a team. Working together, they can ensure everyone gets to the finish line in time to advance to the next level.

Operator Benefits

Club Kart Card Sales. The additional coin drop resulting from Club Kart Card purchases significantly increases game earnings. Club Kart Card sales were responsible for over 20% of the cashbox in our early test games.

Increased monthly location visits and per-visit spending. Test game respondents indicated a greater loyalty and connection to Club Kart due to their Club Card. Surveys show Club Card players were much more likely to increase the number of monthly visits and the amount spent per visit.







clubkart com





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