

KNOW YOUR STUFF

TRANSFORMERS™ Key Concepts

This summer, Universal Studios Florida will embark on a thrilling, heart-pounding adventure with the opening of *TRANSFORMERS™: The Ride - 3D*. As we "Prepare for Battle" by becoming "recruits" for N.E.S.T., we must understand the storyline behind the hugely successful franchise and the characters that bring the TRANSFORMERS™ to life. Here are some key concepts you should know about the TRANSFORMERS™.

What are TRANSFORMERS™?

American toy company, Hasbro, introduced the TRANSFORMERS™ toy line in 1984. The popular action figures offered "more than meets the eye" with parts that could shift and change from robot to vehicle, device, or animal (depending on the character), and then back again. The success of the toy led to years of animated series, films, comic books, and more.



In 2007, the franchise realized its first live-action film, *TRANSFORMERS™*. Since then, two other films have been released: *TRANSFORMERS™: Revenge of the Fallen* (2009) and *TRANSFORMERS™: Dark of the Moon* (2011). Together, the films have a combined worldwide box office revenue exceeding \$1 billion.

What is the AllSpark?

The AllSpark is a cube-shaped object that is the source of life for all TRANSFORMERS™. It is capable of bringing mechanical and electronic items to life. The AUTOBOTS seek the AllSpark to rebuild their destroyed planet, Cybertron, and end the war, while the DECEPTICONS battle for the AllSpark in an attempt to bring all machines on Earth to life and conquer the universe.



What is N.E.S.T.?

All official operations sanctioned by the United States military and worked with the cooperation of AUTOBOT forces are managed through the offices of N.E.S.T., the Non-biological Extraterrestrial Species Treaty. Answerable to the Pentagon, N.E.S.T. utilizes human and AUTOBOT resources to protect mankind against DECEPTICON incursion.



Meet the TRANSFORMERS™ Characters

TRANSFORMERS™ are divided into two groups from the planet Cybertron, the heroic AUTOBOTS (led by Optimus Prime) and the devious DECEPTICONS (ruled by Megatron). The AUTOBOTS and DECEPTICONS battle for control of the AllSpark. Here are just a few of the characters you will encounter in *TRANSFORMERS™: The Ride - 3D*!

AUTOBOTS



OPTIMUS PRIME

VEHICLE MODE:
PETERBILT 379 CAB

Optimus Prime is the leader of the AUTOBOTS and once a co-leader of Cybertron with his nemesis, Megatron. He is now dedicated to stopping Megatron from claiming the AllSpark for himself.



INTRODUCING EVAC

VEHICLE MODE: TRANSFORMERS™
THE RIDE - 3D VEHICLE

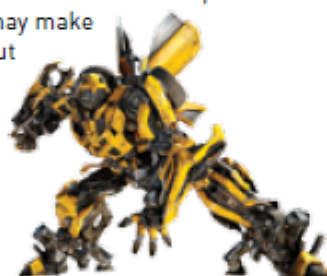
EVAC, a Stealth Transport Bot, is the newest recruit to the AUTOBOT team and is stationed on Earth. EVAC has never been in combat with DECEPTICONS, but is built to handle combat situations and has trained with both Optimus Prime and N.E.S.T. His speciality is transporting high-level personnel and classified materials at hyper speeds.



BUMBLEBEE

VEHICLE MODE:
CHEVROLET CAMARO

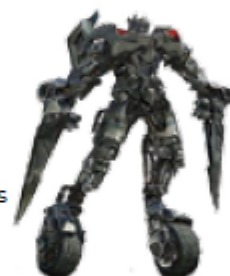
Bumblebee's voicebox was damaged on Cybertron, so he 'talks' in bleeps and blurts. He may make mistakes, but he's always eager to please Optimus Prime.



SIDESWIPE

VEHICLE MODE:
CHEVROLET CORVETTE
STINGRAY CONCEPT

Sideswipe is an ultimate warrior that employs any maneuver it takes to get close enough to the enemy - his tactics are merciless and he's utterly unapologetic.



IRONHIDE

VEHICLE: GMC TOPKICK
G4500 PICKUP TRUCK

An old friend of Optimus Prime, Ironhide serves as the resident weapons specialist and has probably had enough replacement parts to build a small army.

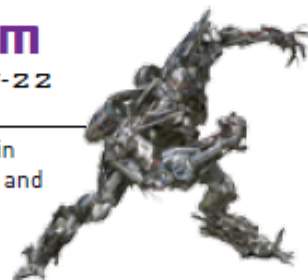


DECEPTICONS

STARSCREAM

VEHICLE MODE: F-22
RAPTOR JET

Starscream is second in command to Megatron and believes he should be the new leader of the Cybertronian race.



MEGATRON

VEHICLE MODE:
CYBERTRONIAN JET

Megatron is the leader of the DECEPTICONS and once a co-ruler of Cybertron with Optimus Prime. He is willing to risk his world, his troops, and even his own spark to obtain the AllSpark.



SIDEWAYS

VEHICLE MODE:
AUDI R8

Sideways avoids combat at all costs and tries to remain in the shadow of larger DECEPTICONS.



BONECRUSHER

VEHICLE MODE: BUFFALO
ARMORED MILITARY VEHICLE

Bonecrusher is revolted by his misshapen, hunchbacked robot mode, which he considers a reflection of all the ugliness and malice inside himself.