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Xbox 360 hits six million mark in Europe

New Xbox Experience coming soon

by Amy-Mae Elliott published on 23 September 2008

Microsoft has announced that the Xbox 360 has broken through the six million mark in Europe, thanks to what it says is "strong momentum" for the device, with recent sales no doubt thanks in part to the across-the-range price cuts last week.

Chris Lewis, vice president, Interactive Entertainment Business EMEA, said: "We're very excited that more consumers in Europe are joining the ever-growing Xbox 360 community".

"We're now the best-value next-gen console on the market with an entry-level ERP of £129.99, and consumers have clearly responded to that offering."

"We're supporting this momentum by putting launch-level investment into a European advertising campaign, launching this week, which shows how Xbox 360 is changing the way consumers experience entertainment."

"With the New Xbox Experience on the horizon, and great titles like Lips, Scene It?; You're In The Movies, Fable 2, and more, there's never been a better time to jump in to all that Xbox 360 offers."

Microsoft also says that the launch later this year of the New Xbox Experience "will reinvent home entertainment from the inside out, with a bold new look and feel that is fun, social and simple to use".

The company says: "It's the first time in history that a mass market consumer electronics device has been reinvented through software, changing the way we play games, watch movies, and enjoy great all-round entertainment".

