

# Game Intelligence 2026: Car Games

We looked at US player data over 12 months across 150+ car games, looking at plays, play time, return rate and more. With hundreds of car games competing for the same audience, we found 3 patterns that separates a hit from the rest.

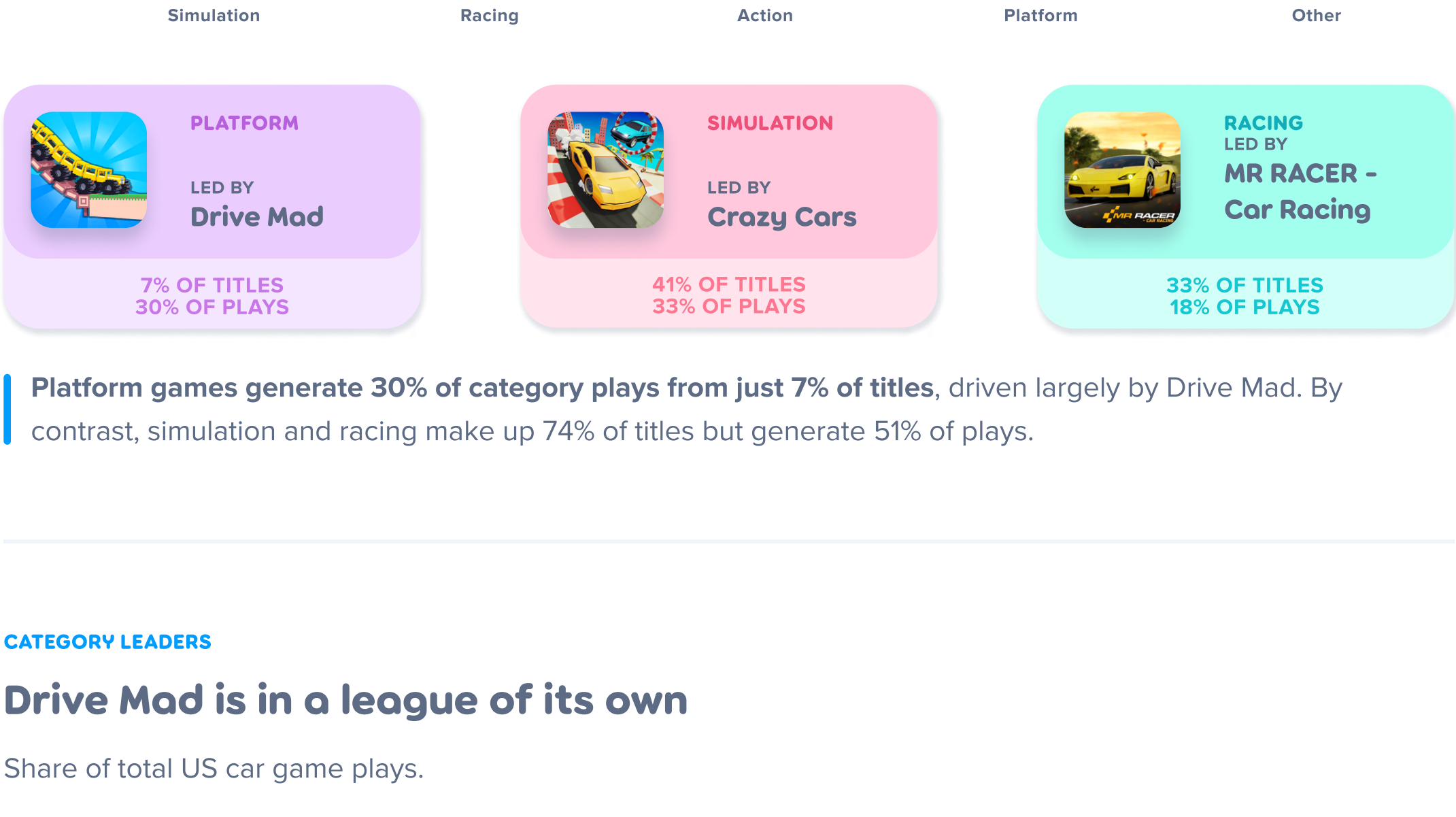


## GAME TYPES

### Platform games are the standout game type

Types of car games:

- Percentage of titles
- Percentage of plays



Platform games generate 30% of category plays from just 7% of titles, driven largely by Drive Mad. By contrast, simulation and racing make up 74% of titles but generate 51% of plays.

## CATEGORY LEADERS

### Drive Mad is in a league of its own

Share of total US car game plays.

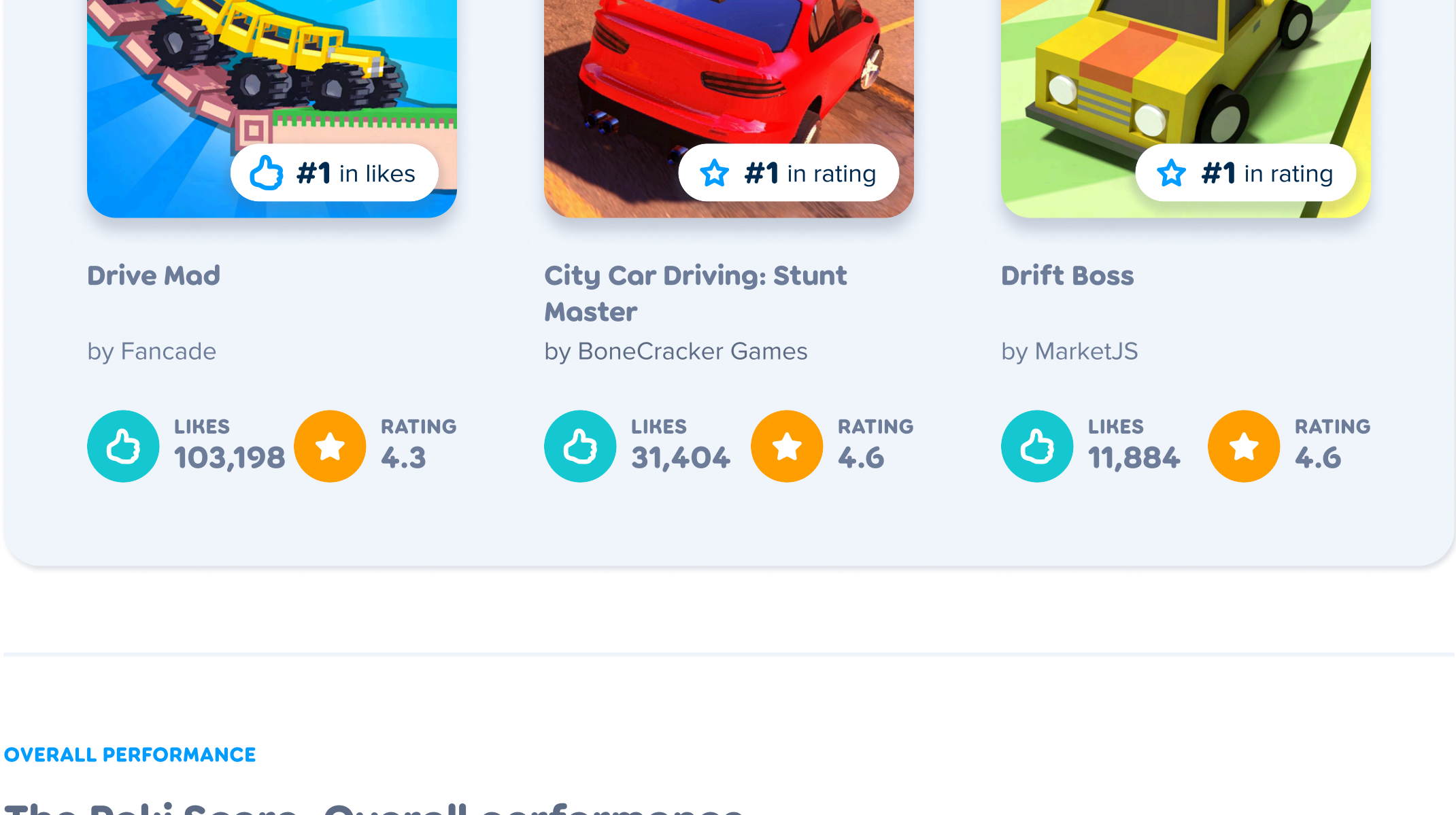


Drive Mad accounts for nearly a quarter of all car game plays. Around four times the share of the next-largest title. Yet 61.6% of category plays still come from games outside the top five.

## ENGAGEMENT

### The game with the most plays does not have the longest sessions

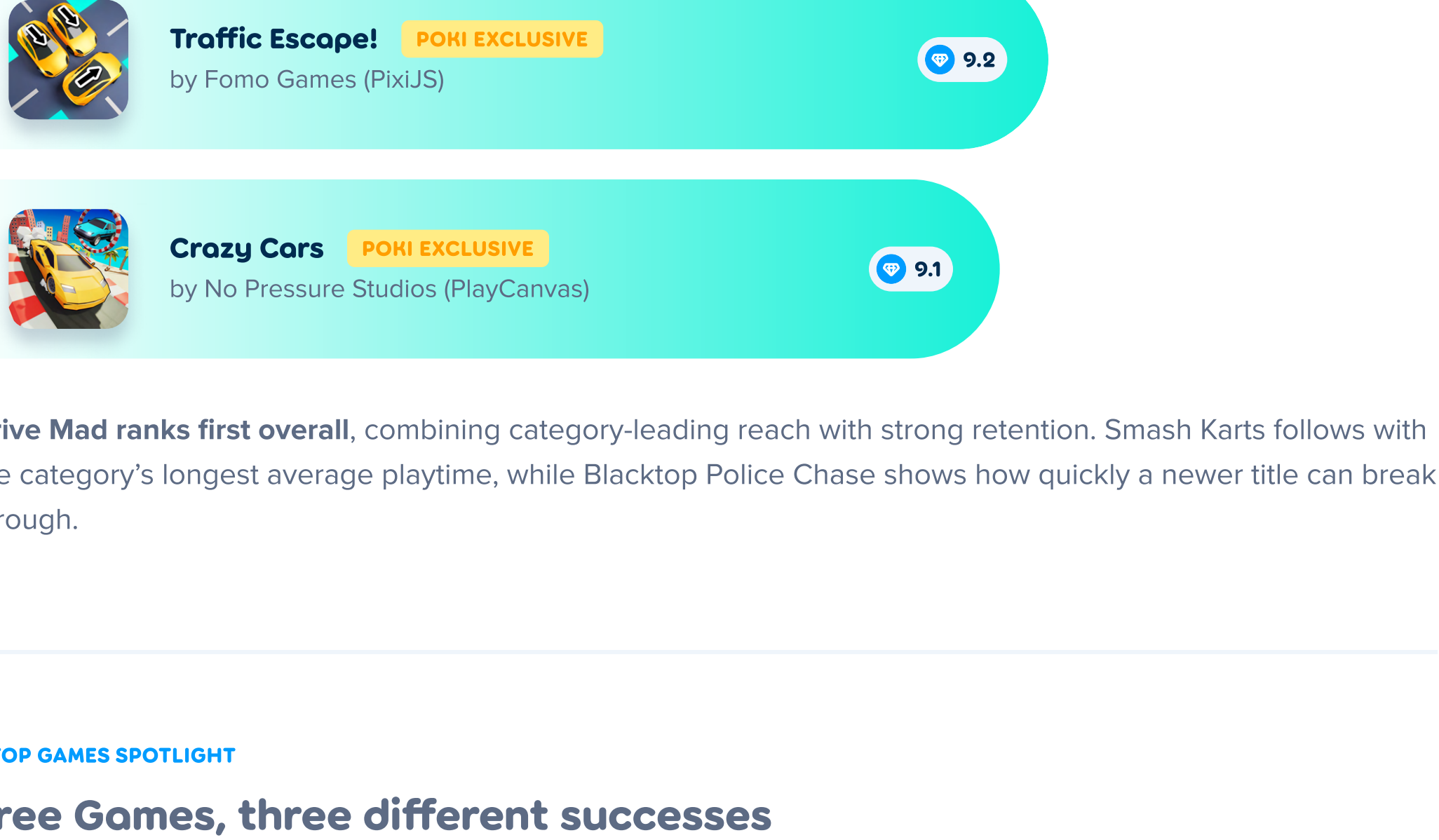
A look at the five car games with the longest average playtime per session.



Smash Karts has the longest average playtime in the category at 573 seconds. 72.6% above the category average. Compare that to the category leader Drive Mad, which has an average session duration of 358 seconds. Three of the top five games include multiplayer or competitive elements, suggesting that social play can be a strong driver of retention.

### Popularity and player satisfaction are not the same thing

Drive Mad has almost three times more likes than any other car game in the category, but its 4.3 approval rating sits below smaller titles like City Car Driving: Stunt Master and Drift Boss, both at 4.6.

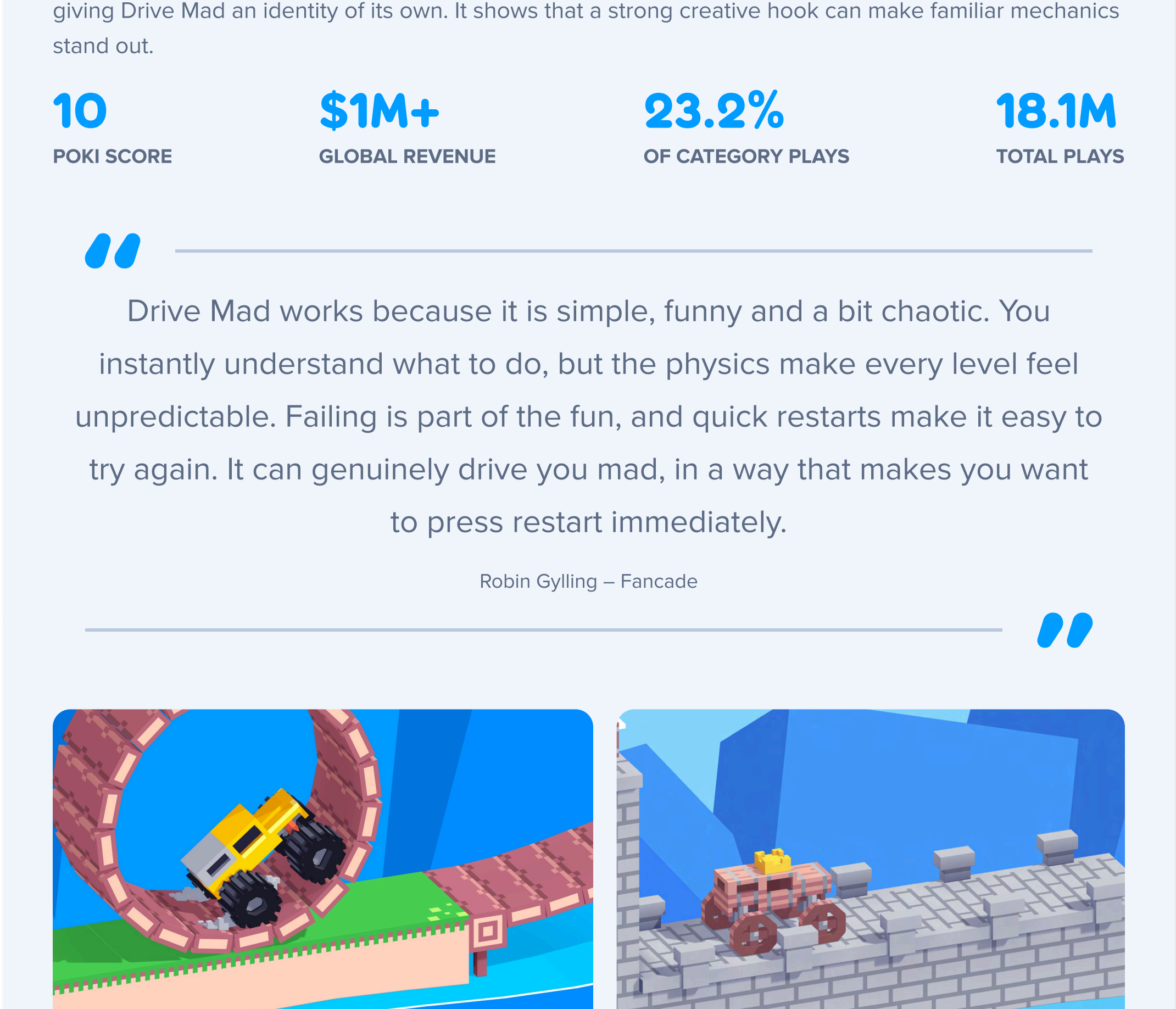


## OVERALL PERFORMANCE

### The Poki Score: Overall performance

The Poki Score combines total plays and playtime with retention. We index the result to 10 to easily highlight which car games are the best.

#### THE TOP CAR GAMES



Drive Mad ranks first overall, combining category-leading reach with strong retention. Smash Karts follows with the category's longest average playtime, while Blacktop Police Chase shows how quickly a newer title can break through.

## THE TOP GAMES SPOTLIGHT

### Three Games, three different successes

There is no single formula for a successful car game. These category leaders each show a different way developers can stand out.

#### The category leader

## Drive Mad

by Fancade (Fancade engine)

Sweden - live since Jul 2022

Drive Mad wins on identity. Its title, aesthetic and game design are unmistakably Fancade, while still giving Drive Mad an identity of its own. It shows that a strong creative hook can make familiar mechanics stand out.

10  
POKI SCORE

\$1M+  
GLOBAL REVENUE

23.2%  
OF CATEGORY PLAYS

18.1M  
TOTAL PLAYS

Drive Mad works because it is simple, funny and a bit chaotic. You instantly understand what to do, but the physics make every level feel unpredictable. Failing is part of the fun, and quick restarts make it easy to try again. It can genuinely drive you mad, in a way that makes you want to press restart immediately.

Robin Gylling – Fancade

#### The retention leader

## Smash Karts

by Tall Team (Unity)

Ireland - live since Apr 2020

Smash Karts wins on live-service and community strategy. Six years of continuous updates have kept the game growing, supported by a Discord community of more than 250,000 people. It shows the value of investing in a game long after launch.

9.6  
POKI SCORE

573s  
AVG PLAYTIME PER PLAY

+72.6%  
VS CATEGORY AVERAGE

2.6M  
TOTAL PLAYS

Smash Karts is simple for a group of players to jump into and play together. Web players want to get straight into the action with their friends without waiting around. Once that core gameplay concept was working, we built a live service game around it.

John Halloran – Tall Team

#### The breakout success

## Blacktop Police Chase

by Steelpan Interactive (Unity)

The Netherlands - live since Feb 2025

Blacktop Police Chase wins on execution quality. Steelpan Interactive understands what makes the genre fun and delivers it through satisfying physics and clear objectives. It does not reinvent the formula; it simply executes it extremely well.

9.5  
POKI SCORE

4.4/5  
APPROVAL RATING

17 months  
SINCE LAUNCH

4.5M  
TOTAL PLAYS

Building Blacktop Police Chase on Poki really changed everything for me, it was my first game that truly took off. Together, my two games have brought in close to six figures, and that extra income gave me the freedom and honestly, the financial freedom I needed to finally chase a life long dream of mine: starting a new life in the South of France.

Yannic Geurts – Steelpan Interactive

## WHAT THE WINNERS HAVE IN COMMON

# A clear idea. Fast, satisfying play. And a reason to come back.

Building a game players will come back to?

Submit your game

## About Poki

Poki is one of the world's largest web gaming platforms, bringing browser games to over 100 million monthly players across more than 100 countries — no downloads, no installs, just play. For developers, Poki is a route to that global audience: the studios featured in this report reach millions of players and build sustainable revenue from games that started as experiments.

Every figure in this report comes from real platform data: the same engagement, retention, and revenue signals Poki shares with the developers it works with. Game Intelligence is our ongoing series turning that data into a clearer picture of what actually performs on the web, and why.

For developers — see what it takes to launch and grow a game on Poki: [developers.poki.com](https://developers.poki.com)  
For press and media — story enquiries, data requests, and interviews: [press@poki.com](mailto:press@poki.com)

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