

Fast Franchise Steps on the Gas, Mostly Overseas

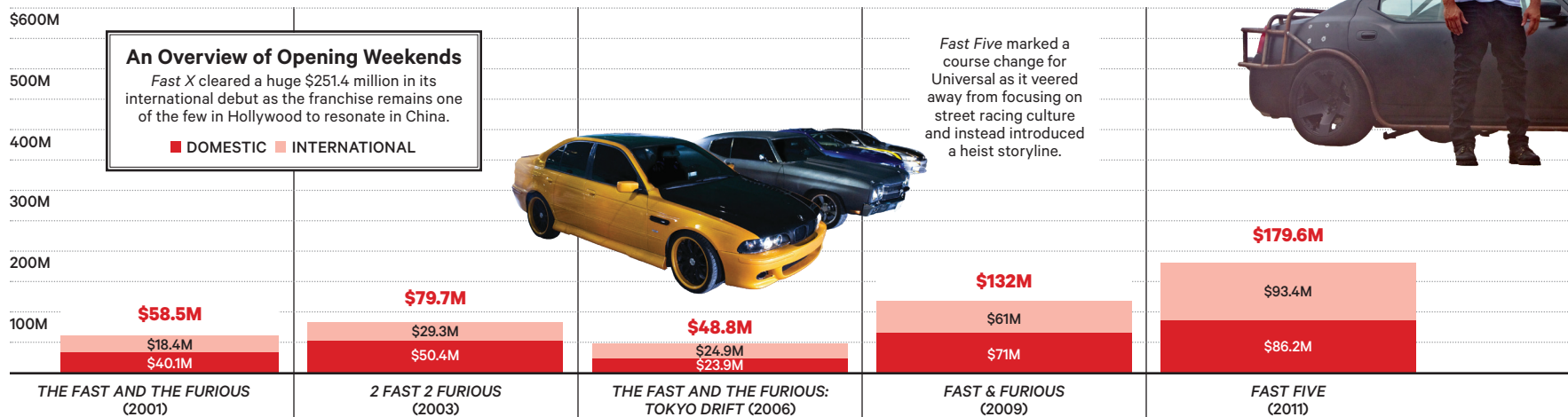
The 10th installment solidifies a trend: tracking huge internationally, losing ground domestically

No one could have blamed Universal studio mogul **Donna Langley** and her team for wanting to take a joy ride when *Fast X* opened to \$251.5 million overseas, the biggest international launch of 2023 to date, besting *The Super Mario Bros. Movie* and *Guardians of the Galaxy Vol. 3*. It set franchise

records in key markets including Japan, India, Brazil and Indonesia. And it's one of the few recent Hollywood movies to resonate in China, where it started off with \$77.1 million.

The box office in North America is a different matter, where the car-racing franchise has been slowing down since the record-breaking

start of 2017's *The Fate of the Furious*. While the series has done most of its business overseas, domestic still matters. There's only one more movie planned — *Fast X Part II* — before Universal pulls over and bids goodbye to the core franchise, although insiders say there's plenty of gas left in the tank for potential



The original *Fast and the Furious* crew circa 2001.

spinoffs. The studio has been consistent when it comes to this point, although star **Vin Diesel** may have confused some when suggesting at the latest movie's Rome premiere that there could be a *Fast & Furious 12* that would serve as the final title in a trilogy.

The franchise hit its pinnacle when 2015's *Furious 7* took in \$1.51 billion at the global box office, fueled by \$1.16 billion earned internationally and \$353 million domestically. Two years later, the *Fate of the Furious*

topped out at \$1.23 billion, including \$1 billion internationally and \$226 million domestically. *F9: The Fast Saga* — which came out in 2021 during the difficult days of the pandemic — grossed \$726 million globally after earning \$173 million domestically and \$553 million overseas.

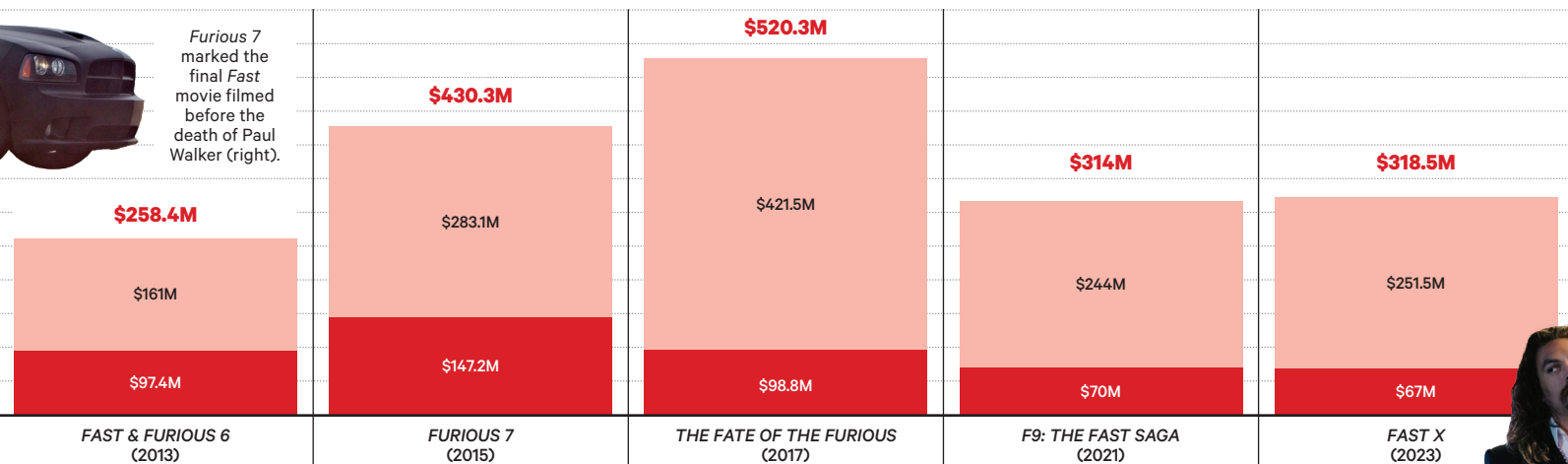
Domestically, the 10th installment received a B+ CinemaScore, the same as *Fast 9*. Like its predecessors, the pic is notable for playing to an ethnically diverse audience. Caucasians

and Hispanics each made up 29 percent of U.S. ticket buyers, followed by African Americans (21 percent), Asians (12 percent) and Native American/Other (8 percent), per PostTrak.

Says Comscore analyst **Paul Dergarabedian**, “*Fast X*, by generating around 80 percent of its opening weekend outside of North America, demonstrates the smart business decision and enduring box office legacy of taking the characters and storyline into the international arena.” — PAMELA MCCLINTOCK



Furious 7 marked the final *Fast* movie filmed before the death of Paul Walker (right).



Source: Comscore.

Jason Momoa joined the cast of *Fast X*.

