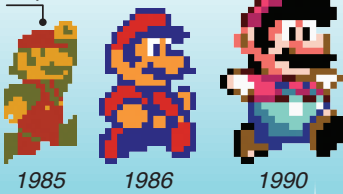


# Super Mario turns 35

Super Mario Bros, the game that put Mario into millions of households and sparked a multi-billion dollar franchise, was launched 35 years ago

## SUPER MARIO

Character design has evolved as technology and artistry improves  
*Humble origins, just 16 pixels wide*



Mario is now fully rendered 3D model

### BIRTH OF LEGEND

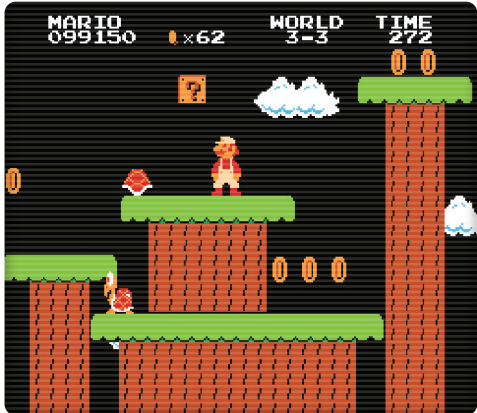
■ **Jul 9, 1981:** *Donkey Kong* arcade game released by Nintendo. Features protagonist called *Jumpman*. Due to graphical limitations of hardware, designer **Shigeru Miyamoto** (right) clothes character in red overalls and blue shirt to create contrast, and adds red cap to avoid drawing hair



■ **Aug 1, 1982:** Sequel *Donkey Kong Junior* released. Jumpman renamed **Mario**, nicknamed by U.S. Nintendo staff who think he resembles their office landlord **Mario Segale** (right). Only game where Mario portrayed as antagonist



■ **Jul 14, 1983:** *Mario Bros* released in arcades. Features Mario and brother **Luigi** as Italian-American plumbers navigating platforms and sewer pipes to defeat enemies



■ **Sep 13, 1985:** *Super Mario Bros* (above) launched for Nintendo's new *NES* home console (below), and is later bundled with it to boost sales. Game features Mario running left to right across side-scrolling platforms – franchise is born



### SUPER MARIO GAME HISTORY\*

- ★ Released/rereleased on Switch for anniversary
- ★ Game included in compilation

Year	Game title (console) See key below	Units sold, millions	Gross earnings, millions
2020	<i>Super Mario 3D All-Stars</i> (SW)	—	—
2019	<i>Super Mario Maker 2</i> (SW)	5.48	\$274
2019	<i>New Super Mario Bros U Deluxe</i> (SW)	6.60	\$330
2017	<i>Super Mario Odyssey</i> (SW)	18.06	\$651
2015	<i>Super Mario Maker</i> (Wii U)	4.01	\$200
★ 2013	<i>Super Mario 3D World</i> (Wii U)†	5.84	\$499
2012	<i>New Super Mario Bros U</i> (Wii U)	5.80	\$486
2012	<i>New Super Mario Bros 2</i> (3DS)	13.34	\$506
2011	<i>Super Mario 3D Land</i> (3DS)	12.70	\$610
2010	<i>Super Mario Galaxy 2</i> (Wii)	7.67	\$566
2009	<i>New Super Mario Bros Wii</i> (Wii)	30.30	\$2,343
★ 2007	<i>Super Mario Galaxy</i> (Wii)	12.79	\$947
2006	<i>New Super Mario Bros</i> (DS)	30.80	\$1,812
2004	<i>Super Mario 64 DS</i> (DS)	11.06	\$589
2003	<i>Super Mario Advance 4</i> (GBA)	5.43	\$223
★ 2002	<i>Super Mario Sunshine</i> (GC)	6.31	\$362
2001	<i>Super Mario World</i> (GBA)	5.69	\$325
2001	<i>Super Mario Advance</i> (GBA)	5.57	\$177
1999	<i>Super Mario Bros DX</i> (GBC)	5.07	\$152
★ 1996	<i>Super Mario 64</i> (N64)	11.91	\$1,125
★ 1993	<i>Super Mario All-Stars</i> (SNES)‡	10.55	\$830
1992	<i>Super Mario Land 2</i> (GB)	11.18	\$481
1990	<i>Super Mario World</i> (SNES)	20.61	\$1,748
1989	<i>Super Mario Land</i> (GB)	18.14	\$422
★ 1988	<i>Super Mario Bros 3</i> (NES)	18.00	\$1,262
★ 1988	<i>Super Mario Bros 2</i> (NES) (aka <i>Super Mario USA</i> in Japan)	10.00	\$400
★ 1986	<i>Super Mario Bros 2</i> (FDS, Japan only) (aka <i>The Lost Levels</i> in rest of world)	2.66	\$90
★ 1985	<i>Super Mario Bros</i> (NES)	40.24	\$1,584
336 million units sold (28 games)		\$19 billion earned	

Key: SW = Switch, DS = Dual Screen, GBA = Game Boy Advance, GC = GameCube, GBC = Game Boy Color, N64 = Nintendo 64, SNES = Super Nintendo Entertainment System, GB = Game Boy, NES = Nintendo Entertainment System, FDS = Famicom Disk System

**Charles Martinet** (right) began providing Mario's voice at Nintendo trade shows in 1990. His first console game performance was in 1996 for *Super Mario 64*



\*Platform games only – omits Mario Kart driving game series, numerous other spin-off titles, iOS/Android games and mini consoles. Earnings do not account for emulation download rereleases on later consoles and are unadjusted for inflation. †Rereleased Feb 12, 2021. ‡Free for Nintendo Switch Online subscribers  
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