



## Press Release

### Lamborghini partners with Microsoft: Lamborghini Centenario is cover car for next Forza game on Xbox.

*Sant'Agata Bolognese, 04 March 2016:* The Lamborghini Centenario will feature on the front cover and within the next Forza racing game on Xbox. Lamborghini and Microsoft's Turn 10 Studios announced their latest collaboration at Geneva Motor Show in March 2016, with the new Xbox game to be revealed at the Electronic Entertainment Expo in June 2016. The Centenario will be available "First in Forza," giving millions of fans around the world the exclusive opportunity to experience the virtual version of the car on Xbox before its road debut.

Thus, players will be the first to enjoy the aspects of the car celebrating the 100 year anniversary of founder Ferruccio Lamborghini's birth, starting from the naturally aspirated V12 Centenario which produces 770 hp and powers from 0-100 km/h in 2.8 seconds (0-300 km/h in 23.5 seconds) with a top speed of more than 350 km/h. Lamborghini will produce only 20 coupes and 20 roadster versions of the car, which are all sold, at a start price of €1.75 million euro plus tax.

"Working with Microsoft and Turn 10 Studios allows a global audience the chance to share in the emotion of driving the Centenario, the most powerful Lamborghini produced to date," said Mr. Reggiani, board member for research and development of Automobili Lamborghini.

"We're excited to continue our long history of working with Lamborghini and to be part of their 100-year anniversary by celebrating the Centenario as the featured cover car of the next Forza game," said Phil Spencer, Head of Xbox.

Lamborghini's legendary cars are among the most popular in Forza's stable with more than five million players spending nearly 60 million hours racing in Lamborghinis. The Lamborghini Centenario will join another 14 Lamborghini models featured in the award-winning Forza franchise on the Xbox One.

Every Lamborghini is showcased in Forzavista™ detail, meaning that each features working doors and headlights as well as fully drivable cockpits. Forza remains the best-selling racing franchise of the current video game console generation, and more than 10 million unique fans have played Forza games on Xbox One, making it the most played racing franchise on Xbox One.

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### **About Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in North Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva International Motor Show in 2014, the Huracán Spyder and the rear-wheel-drive version LP 580-2 of 2015 are the successors to the iconic Gallardo, and with their innovative technology and exceptional performance, they redefine the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4, along with the Aventador LP 750-4 Superveloce represent a new benchmark in the world of V12 luxury super sports cars. With 135 dealerships throughout the world, in half a century Automobili Lamborghini has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions including the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the company's 50th anniversary in 2013.

For other photos and video material, please visit our websites: [media.lamborghini.com](http://media.lamborghini.com) and [www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini). For more information on Automobili Lamborghini, please visit the website at: [www.lamborghini.com](http://www.lamborghini.com).

More information on the Forza franchise and Lamborghini Centenario can be found at [news.xbox.com](http://news.xbox.com) and [media.lamborghini.com](http://media.lamborghini.com), respectively. Media assets for Forza can be found at [news.xbox.com/media](http://news.xbox.com/media) and [forzamotorsport.net](http://forzamotorsport.net).

### **About "Forza Motorsport"**

Welcoming racing gamers of all types, Forza Motorsport games combine unprecedented visuals with the industry's leading simulation engine, giving everyone the opportunity to truly feel what it's like to own, race and customize the cars of their dreams.

Forza Motorsport is developed by Microsoft's award-winning game developer Turn 10 Studios. "Forza Motorsport 6" and "Forza Horizon 2" are available now for Xbox One.

More information about the Forza Motorsport franchise is available at [forzamotorsport.net](http://forzamotorsport.net).

### **About Xbox**

Xbox is Microsoft's premier gaming and entertainment brand created by gamers for gamers on Xbox One, Xbox 360 and Windows 10 devices. Xbox delivers the best games and greatest social gaming network with Xbox Live. More information about Xbox can be found online at [news.xbox.com](http://news.xbox.com).

### **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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