



Media Information

Lamborghini enters eSports arena for the first time with The Real Race

Sant'Agata Bolognese, 29 May 2020 - Automobili Lamborghini enters the burgeoning eSports world, courtesy of its inaugural virtual one-make series *The Real Race* in partnership with Assetto Corsa Competizione by Kunos Simulazioni. The tournament starts on 29 May with five qualifier weekends, before culminating in a live final at Lamborghini's headquarters in Sant'Agata Bolognese, Italy.

The Real Race will be Lamborghini's first official entry into eSports, delivering a new sim racing championship blending the real and virtual worlds of racing. Assetto Corsa Competizione was developed alongside car manufacturers and provides a dynamic platform for Lamborghini's latest racing series. The game is also used by official Lamborghini Squadra Corse test and race drivers in their real-world preparations. The luxury super sports car brand will fuel the sim racing community by creating an immersive eSports competition at the wheel of the Lamborghini Huracán GT3 EVO: the three-times winning car of the Daytona 24 Hours. Lamborghini's Centro Stile, its in-house design department, has created an exclusive race livery, which is customizable in 12 different versions by competitors, with each car displaying the trademark logos of long-standing Lamborghini Squadra Corse partners, Pertamina, Pirelli and Roger Dubuis.

The top three players from the tournament's live finals will enjoy a three-day experience in Italy, the home of Lamborghini. Players will have a chance to train alongside Lamborghini Squadra Corse drivers and to drive a real Lamborghini race car at an internationally- renowned racetrack. The competition is open to all experience levels. Registration opens today, allowing to play Assetto Corsa Competizione for free over the weekend of 29-31 May.

Five qualifier weeks take place from 29 May to 2 August. The top three players from first and last qualifier weekend and top two players from second, third and fourth weekend, will be whisked away by Lamborghini to the live final on 18 September, where the best drivers will be determined.

Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini, comments: "Sim racing is one of the fastest growing sectors in eSports, with eSports increasingly important to younger generations. I also follow it closely! This is an opportunity for us to combine the excitement of virtual racing with the appeal of Lamborghini cars and our motorsports program. ESports creates an environment where race heroes and top drivers can be challenged by anyone. This encourages wider engagement with real-life racing, reflected by Lamborghini's investment in this new sports platform."

"I've paid close attention to the rise of eSports. Seeing the realism of racing games and how drivers are using racing simulators to practice, or professional eSports players going from simulation to the real thing, is just incredible," said David Coulthard MBE, former Formula One racing driver, who will be the studio-based commentator for the live event. "The Real Race is designed to portray realism and professionalism. Skills in sim racing are so transferable, which is why Lamborghini wants to give players an opportunity to test drive the real thing as part of the prize. There's nothing quite like getting behind the wheel of a Lamborghini."



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The first qualifier week starts today with the first race taking place on 7 June. Follow @Lamborghini or visit esports.lamborghini for more information.

The Real Race Timing Partner: Roger Dubuis

The brainchild of two daringly disruptive visionaries, Roger Dubuis has been all about mindset since 1995. Its bold spirit continues to shatter all watchmaking clichés. Building on powerful savoir-faire and total mastery of intricate horological complications, it is sustained by an integrated Manufacture enabling total independence. Expressed through boundary-pushing technical sophistication and extravagance, the Maison is driven by an innovative spirit inspired by other cutting-edge industries and out-of-the-box designs. Symbolised by its signature skeleton, its unleashed creativity enables Roger Dubuis to create bold, non-conformist timepieces that are daringly expressive and unmistakably contemporary. This, along with a firm belief in the value of living larger than life, showcasing excess at every level, a resolute determination to ensure its clients can expect the unexpected at every turn make Roger Dubuis unquestionably the most exciting way to experience Haute Horology.

The Real Race Technical Partner: Pirelli

Established in 1872, Pirelli is among the world's leading tyre producers. It is the only pure consumer tyre company that includes car, motorbike, and bicycle tyres as well as associated services. Pirelli has a distinct positioning in high value tyres, characterised by an advanced technology with more than 2,700 homologations obtained, thanks to partnerships with the most prestigious car manufacturers in the world. In order to achieve the highest levels of performance, safety and containment of environmental impact, Pirelli has always been strongly committed to research and development, in which it invested 6.1% of revenue from high-value products in 2019. Involved in motorsport since 1907, Pirelli has been the exclusive official tyre partner of the Formula 1™ World Championship since 2011 and has just renewed the agreement until 2023.

The Real Race Technical Partner: Pertamina

PT Pertamina Lubricants is a subsidiary of PT Pertamina (Persero) which manages the automotive and industrial lubricants and base oil business on the Indonesian and international markets spread across Asia, Africa and Australia. Pertamina Lubricants operates three production units in Indonesia and one production unit in Thailand with a total capacity of more than 535 million liters per year. Pertamina Lubricants products have gained recognition from the international community, as proven by its superior product Pertamina Fastron, which continues to strengthen its presence on the global market by being a Main Technical Partner of Lamborghini Squadra Corse, the motorsport department of the world supercar manufacturer, Automobili Lamborghini. As a Main Technical Partner of Lamborghini Squadra Corse, Pertamina Lubricants has jointly worked with the motorsport department to develop the 10W-60 Fastron Platinum racing variant, a product specifically formulated to improve the performance of the Lamborghini Huracán Super Trofeo and GT3 V10 engines, and currently used during the Lamborghini Super Trofeo one-make championship.



Media Information

Photos and videos: media.lamborghini.com

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