



Automobili Lamborghini expands its gaming presence into Fortnite

Through its immersive Fast ForWorld universe, Lamborghini enters Fortnite with an exclusive brand experience

Sant'Agata Bolognese, 06 March 2026 — Automobili Lamborghini unveils the official Lamborghini Fast ForWorld Experience on Fortnite, expanding its gaming presence through Epic Games' vibrant ecosystem of social and interactive entertainment. Bold by nature and unexpected by design, the Lamborghini Fast ForWorld Experience in Fortnite emerges as a new immersive gaming destination, marking a decisive step in the brand's digital and gaming strategy.

The experience represents the latest evolution of Fast ForWorld, Lamborghini's hub for gaming and digital engagement. It also debuts as the first experience produced under the "Fast ForWorld Originals" initiative: proprietary interactive worlds through which the company authentically connects with new generations and expresses its vision through gameplay, ensuring full control over narrative, game design, and alignment with key business activities.

Fast ForWorld was introduced in 2024 as Automobili Lamborghini's dedicated ecosystem for gaming, interactive entertainment and digital culture. Conceived as a long-term strategic platform, it brings together gaming experiences, esports initiatives, and next generation digital activations under a single brand identity. Its goal is to reach younger audiences through immersive and participatory formats, offering new ways to experience Lamborghini beyond the physical product.

Since its launch, Fast ForWorld has continued to evolve through the introduction of new features and interactive mechanics designed to expand fan engagement. The ecosystem has also debuted exclusive digital collectibles, including limited edition digital twins released in parallel with their corresponding real world Lamborghini models, marking an unprecedented convergence between physical automotive innovation and digital ownership.

With this new debut, Automobili Lamborghini becomes the first automotive brand to introduce a consistent branded experience on Fortnite, offering players a continuous open world accessible 24/7: an environment shaped by the brand's DNA, values, and unmistakable design philosophy.

Players can explore, race, and interact within distinctive environments, each reflecting Lamborghini's forward-looking spirit. This includes a conceptual space designed by Automobili Lamborghini Centro Stile, where the brand's design manifesto is reinterpreted in an unexpected interactive form, merging automotive creativity with immersive digital environments. The experience also includes activations with Bridgestone, CAPiTA and Union, expanding the reach of Automobili Lamborghini brand collaborations beyond the physical world.



Media Information

The experience was developed within Lamborghini’s Fast ForWorld ecosystem, in partnership with Gravitabs, translating the brand’s creative direction into an interactive gameplay experience.

The launch further strengthens Automobili Lamborghini’s ongoing collaboration with Epic Games, with additional innovations planned for 2026. These initiatives will continue to expand Fast ForWorld as Automobili Lamborghini’s reference platform for interactive entertainment, gaming, digital engagement, and esports.

To access and play the Lamborghini Fast ForWorld Experience, users can enter the code “3527-6691-0764” in the Fortnite lobby.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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