



Lamborghini Miura: from super sports icon to gaming protagonist

From the road to virtual worlds: sixty years of allure, innovation and passion

Sant'Agata Bolognese, 18 June 2026 – In 2026, Automobili Lamborghini celebrates a very special anniversary. The Miura, one of the most iconic models from the Sant'Agata Bolognese brand, marks 60 years since its launch. It broke every convention of its time, redefining what a high-performance road car could be, and becoming the symbol of a new category of automobiles to etch its name not only in automotive history but also in the imagination of every enthusiast. Continuing to uphold the Lamborghini Miura as an icon—an expression of tradition blended with innovation—is its presence in the gaming world, which has reinforced its value and carved its heritage into collective memory by featuring in several cult video games, including the Forza and Gran Turismo series.

With the presentation of the Miura on 10 March 1966, at the Geneva Motor Show, Lamborghini gave birth to the modern super sports car, with a transversely mounted mid-engine V12 inspired by motorsport. Thanks to the Miura Lamborghini has, over the years, established itself as a brand defining the future of super sports cars through uncompromising performance, design and emotion. Sixty years after its first appearance, the car remains a symbol of technical radicalism, visionary engineering and timeless design. Its story speaks of ambition, bold lines and a vision that bridges past and future—one that is still widely appreciated today. Its presence in the gaming world further demonstrates this, allowing new generations to recognize the car's value through characteristics such as exclusivity, personalization and craftsmanship.

Through its inclusion in some of the most beloved video games among enthusiasts including Forza (Forza Horizon 6, Forza Motorsport and all titles in the Forza franchise); Asphalt (Asphalt Legends Unite and the Asphalt series); Gran Turismo (Gran Turismo series) and Assetto Corsa, the Lamborghini Miura continues to live on through time, demonstrating a value that spans decades and generations. Even in a highly digitalized and technological ecosystem, history and tradition remain central elements appreciated by enthusiasts. This represents a new dimension, also cultural, in which Lamborghini heritage can be discovered, reinterpreted and experienced interactively, even by those who did not live through that era.

The Lamborghini Miura is featured across various platforms with all the versions produced over the years. These include the Miura P400—the model that can be considered the progenitor of the entire range—the Miura Concept, a show car built by Automobili Lamborghini to celebrate the fortieth anniversary of its market introduction; the Miura SV, the most sought-after production classic Lamborghini on the market; and the Miura S, an evolution of the original Miura produced between 1968 and 1971. Enthusiasts have the opportunity to compete with all variants of one of the most iconic models ever created by Automobili Lamborghini. This wide selection is available in several of the most popular video games, including, in addition to those already mentioned, The Crew 2 and The Crew Motorfest; Top Drivers and Rebel Racing; CSR Racing; CSR Racing 2; CSR Racing 3 and CSR Classic.



Media information

Long present in the imagination of video gaming as an absolute symbol of speed, vision and disruption, the Miura continues to represent an iconic benchmark in today's digital languages. Across generations of enthusiasts and new expressive contexts, Automobili Lamborghini confirms itself as a brand capable of creating value and being universally admired across different sectors. Lamborghini is a brand whose 100% Made in Italy identity stands as a distinctive hallmark appreciated worldwide, driven by passion, craftsmanship and, above all, by people, capable of transforming a legendary story into a timeless source of inspiration.

Photo and video: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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