



Media Information

Lamborghini SC63 to exclusively feature on CSR2 gaming platform

CSR becomes official partner of Squadra Corse ahead of FIA WEC and IMSA debut

Sant'Agata Bolognese/San Mateo, CA, 24 January 2024 - Automobili Lamborghini has announced it is entering a multi-year agreement with software company Zynga Inc., to make CSR Racing (CSR) an official partner of Lamborghini Squadra Corse as it embarks on its first season in the top classes of both the FIA World Endurance Championship (WEC) and IMSA WeatherTech SportsCar Championship.

Developed by NaturalMotion, a subsidiary of Zynga Inc., CSR2 is a customizable and immersive free-to-play mobile racing game franchise - created in 2012 - and will feature, among many Lamborghini models, the Lamborghini SC63 LMDh prototype, which will race in the Hypercar and Grand Tourer Prototype (GTP) classes of FIA WEC and IMSA respectively in 2024.

The mutual partnership between Zynga Inc. and Lamborghini Squadra Corse also means that the SC63 and Lamborghini Iron Lynx drivers will be licenced to the CSR 2 game, giving users the chance to race life-like versions of the LMDh prototypes that will compete in standout endurance events such as the Daytona 24 Hours and the 24 Hours of Le Mans.

Additionally, the CSR 2 branding will be present on the Lamborghini Iron Lynx cars, driver overalls and team uniforms throughout the 2024 racing season and beyond.

Speaking about the announcement, Automobili Lamborghini Marketing Director Christian Mastro said: *"We are thrilled to expand our long-term partnership with CSR Racing, given Zynga's place as a global player at the forefront of the gaming world. CSR 2 embodies world-class excellence, flawless design and detailed execution, and we are confident that this will allow us to enlarge our continually expanding fanbase as we embark on the most exciting year in the history of Lamborghini Squadra Corse. We trust that the Lamborghini SC63 will be an important model of CSR2, following on from the success of some of our most famous super sportscar such as the Aventador and Huracán. Thanks to the SC63, we have the unique opportunity to give gamers around the world the chance to compete with our brand-new racing prototype."*

Julian Widdows, Senior Vice President of Racing at NaturalMotion, added: *"We're excited to celebrate Automobili Lamborghini's entry into the Hypercar and GTP class racing with CSR Racing's first official, multi-year partnership encompassing both in-game and real-world activations with a top-tier automotive brand. Racing fans across the world can now merge their passion for racing games with their love for the sport as they cheer on Lamborghini Squadra Corse on the track while racing the same car in CSR Racing 2."*

CSR Racing 2 is available to download for free on the App Store as well as on Google Play.

About Zynga Inc.



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Zynga is a global leader in interactive entertainment with a mission to connect the world through games and a wholly owned subsidiary of Take-Two Interactive Software, Inc. With a massive global reach in more than 175 countries and regions, the combined diverse portfolio of popular game franchises has been downloaded more than 6 billion times on mobile, including *CSR Racing™*, *Dragon City™*, *Empires & Puzzles™*, *FarmVille™*, *Golf Rival™*, *Hair Challenge™*, *Harry Potter: Puzzles & Spells™*, *High Heels!™*, *Merge Dragons!™*, *Merge Magic!™*, *Monster Legends™*, *Toon Blast™*, *Top Eleven™*, *Toy Blast™*, *Two Dots™*, *Words With Friends™*, and *Zynga Poker™*. Zynga is also an industry-leading next-generation platform with the ability to optimize programmatic advertising and yields at scale with Chartboost, a leading mobile advertising and monetization platform.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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