



Lamborghini Temerario makes its digital debut in Asphalt Legends Unite

To celebrate its arrival, a dedicated in-game event and esports challenge giving players the chance to race at Jerez Circuit

Sant'Agata Bolognese/Paris, France, 24 September 2024 – Automobili Lamborghini is thrilled to announce the arrival of its latest super sports car, the Lamborghini Temerario¹, in the world of Asphalt Legends Unite, developed by Gameloft, a leader in gaming innovation. Temerario, the second model in Lamborghini's High Performance Electrified Vehicle (HPEV) range, brings its groundbreaking performance and essential design to the digital racetrack in a special in-game event, running from September 25 to October 23.

In celebration of this iconic debut, the "*Lamborghini Temerario esports challenge*" will launch as an exciting global competition, allowing players to be among the first to take the digital wheel of the new model, unlockable by completing the event's first race. Racers will compete for the title of champion in Asphalt Legends Unite, a game known for its cross-platform capabilities, modernized art direction, and upgraded gameplay experience.

Racers in Asphalt Legends Unite will have the unique opportunity to experience Lamborghini's long-standing collaboration with its Official Technical Partner, Bridgestone. The new Lamborghini Temerario, equipped with bespoke Bridgestone high-performance tires, will feature in-game, allowing players to engage with this global partnership through an exclusive Bridgestone livery.

The Lamborghini Temerario esports challenge will feature two open qualifiers, available across all platforms on which Asphalt Legends Unite is played:

Qualifier #1: September 26 to October 2

Qualifier #2: October 3 to October 9

At the conclusion of each qualifier, the four fastest registered players will qualify for the finals, to be held at the Jerez Circuit in November. All participants, regardless of placement, will receive an exclusive Bridgestone decal for the Lamborghini Temerario.

Asphalt Legends Unite is available on Xbox One, Xbox Series X|S, Microsoft Store, Steam, App Store, Google Play, PlayStation®4, PlayStation®5, and Nintendo Switch.

The Lamborghini Temerario represents the next step in Lamborghini's electrified future, combining revolutionary design with unmatched performance, both on the road and in the digital realm.

¹ The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94 EC. The fuel consumption and emissions data are in the type of approval stage.



Media Information

AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is an iconic name in luxury super sports car production. With legendary models such as the Miura, Countach and Aventador, alongside limited editions such as the Reventón and Sesto Elemento, Automobili Lamborghini continues to innovate and shape the industry. Today, the lineup features three main models: Revuelto, Urus, and the newly unveiled Temerario. Committed to a sustainable future through the Direzione Cor Tauri program, Automobili Lamborghini aims to embody its mission of "Driving Humans Beyond" by embracing the values of being brave, unexpected, and authentic. With approximately 2,500 employees, a network of 185 dealers in 54 countries, and record-breaking 10,112 vehicles delivered in 2023, Automobili Lamborghini is a global player in the luxury automotive sector.

GAMELOFT

Leader in the development and publishing of games, Gameloft® has established itself as a pioneer in the industry, creating innovative gaming experiences for over 20 years. Gameloft creates games for all digital platforms, from mobile to cross-platform titles for PC and consoles. Gameloft operates its own established franchises such as Asphalt®, Dragon Mania Legends, Modern Combat, and Dungeon Hunter and also partners with major rights holders including LEGO®, Universal, Illumination Entertainment, Hasbro®, Fox Digital Entertainment, Mattel®, Lamborghini®, and Ferrari®. Gameloft distributes its games in over 100 countries and employs 3,400 people worldwide. Every month, 55 million unique users can be reached by advertisers in Gameloft games with Gameloft for brands, a leading B2B offering dedicated to brands and agencies. Gameloft is a Vivendi company.

BRIDGESTONE

Bridgestone in Europe, the Middle East and Africa (Bridgestone EMEA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tyres and sustainable mobility solutions. Headquartered in Zaventem (Belgium), Bridgestone EMEA employs more than 14,000 people and conducts business in 35 countries across the region. Bridgestone EMEA operates 13 tyre plants, a major R&D centre, and a proving ground, and serves its customers in an extensive retail network with thousands of touchpoints.

Bridgestone offers a diverse portfolio of premium tyres, tyre technologies and advanced mobility solutions. The company's vision is to provide social and customer value as a sustainable solutions company. The Bridgestone E8 Commitment is a broad, global corporate commitment that clearly defines the value the company is promising to deliver to society, our customers and future generations in eight focus areas; Energy, Ecology, Efficiency, Extension, Economy, Emotion, Ease and Empowerment. These provide a compass to guide strategic priorities, decision making and actions throughout every area of the business. For more information about Bridgestone in EMEA, please visit our newsroom and www.bridgestone.com. Follow us on Facebook, Instagram, YouTube, Twitter and LinkedIn.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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