



Automobili Lamborghini, Animoca Brands, and Motorverse team up to launch Fast ForWorld

The upcoming immersive platform will revolutionize brand engagement through loyalty and gaming interoperability

Sant'Agata Bolognese / Hong Kong, October 2nd 2024 – Automobili Lamborghini and Animoca Brands, which advances digital property rights for gaming and the metaverse, today announces a new collaboration to shape the future of immersive brand engagement in the automotive industry. The pair will combine their digital and physical ecosystems to deliver groundbreaking experiences and extended loyalty for fans and customers. This partnership marks Automobili Lamborghini's first interoperable blockchain-based implementation of their iconic vehicles in gaming. The collaboration is aimed at the creation of Automobili Lamborghini's upcoming immersive platform, Fast ForWorld, where fans, gamers and owners will be able to experiment, play, interact, and collect digital collectibles while being rewarded for their engagement.

Fast ForWorld will work with Animoca's subsidiary Motorverse, a global ecosystem and community for digital vehicles, racing games and motorsport culture, to deliver a first-of-its-kind gaming experience with interoperable digital car collectibles. Players will soon be able to buy, sell, own, and drive Lamborghini's iconic super sports cars within a range of Motorverse games. These super sports cars will be introduced as interoperable digital assets, accessible across multiple gaming platforms from launch, including Torque Drift 2, REVV Racing, the Motorverse Hub, and Fast ForWorld's proprietary experience.

Fast ForWorld, designed, developed and deployed by Gravitaslabs, is set to become Lamborghini's hub for digital engagement and Web3 initiatives, serving as an ecosystem for fans and partners to explore new experiences and benefits. In its first version, going live on November 7th, the platform will feature a 3D wallet to store users' digital items and interoperable features for users to interact and play with their cars.

To access the Fast ForWorld platform, fans will need to secure its first-ever digital super sports car—a Lamborghini Revuelto¹. The car serves as the entry key to an interoperable ecosystem, and is bundled with the Fast ForWorld Genesis Capsule, which unlocks exclusive benefits both within the platform and beyond. The interoperable Lamborghini Revuelto and its connected Genesis Capsules will be available globally in November.

More information about the collaboration and its roadmap can be found on the websites fastforworld.lamborghini.com.

1 Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO2-emissions combined: 276 g/km (WLTP)



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.

ANIMOCA BRANDS

Animoca Brands (ACN: 122 921 813), a Deloitte Tech Fast winner, a Fortune Crypto 40 company, and one of the Financial Times' High Growth Companies Asia-Pacific 2023, is a Web3 leader that leverages blockchain to deliver digital property rights to consumers around the world to help to establish the open metaverse. The company develops and publishes a broad portfolio of products including original games such as The Sandbox, PHANTOM GALAXIES™, Life Beyond, and Crazy Defense Heroes, and products utilizing popular intellectual properties from the worlds of sports and entertainment, such as The Walking Dead, Power Rangers, MotoGP™, and Formula E. It has multiple subsidiaries, including The Sandbox, Blowfish Studios, Quidd, GAMEE, nWay, Pixowl, Forj, Lympo, Animoca Brands Japan, Grease Monkey Games, Eden Games, Darewise Entertainment, Notre Game, TinyTap, SPORTPASS, PIXELYNX, WePlay Media, Gryfyn, and Azarus. Animoca Brands is one of the most active investors in Web3, with a portfolio of over 540 Web3 investments, both directly and through Animoca Ventures, including Yuga Labs, Axie Infinity, Polygon, Consensys, Magic Eden, Fireblocks, OpenSea, Dapper Labs, Yield Guild Games, and many more. For more information visit www.animocabrands.com or follow on X (Twitter), YouTube, Instagram, LinkedIn, Facebook, and TikTok.

MOTORVERSE

Motorverse is a global open ecosystem and community for digital vehicles, racing games and motorsports where automobile and motorcycle enthusiasts, motorsport fans, and gamers can collect and trade officially licensed digital vehicles, play and compete in a growing range of racing games, developed in partnership with leading automotive brands, top motorsport IPs including MotoGP™, Formula Drift, Formula E, and get access to real-world experiences including racing events, partner loyalty programs, and more. For more information, please visit: <https://motorverse.com>

GRAVITASLABS

Gravitaslabs is a technology company and creative studio working with iconic global brands to define and execute their digital and Web3 strategies. From creating and deploying gamified, immersive marketing platforms and digital experiences, to building games and engaged communities, Gravitaslabs supports companies across automotive, entertainment, sports, and fashion. With core partners like LightLink, Meta-Stadiums, and Rarible, Gravitaslabs is leading the gamification of loyalty while enhancing brand engagement across the immersive web. For more information, visit www.gravitaslabs.io or follow us on X (Twitter) and LinkedIn



Media Information

Photos and videos: media.lamborghini.com

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