



Automobili Lamborghini makes its first-ever appearance at DreamHack Dallas as main partner

An immersive brand experience where gaming meets automotive excellence, from May 23rd to 25th

Sant'Agata Bolognese – April 30, 2025 -For the first time ever, Automobili Lamborghini will participate as a main partner at DreamHack Dallas, taking place from May 23rd to 25th at the Kay Bailey Hutchison Convention Center. DreamHack, organized by ESL FACEIT Group (EFG) — the leading esports and video game entertainment company — is recognized as the world's largest gaming lifestyle festival. As the only automotive brand present at the event, Automobili Lamborghini will deliver a high-octane brand experience that blends the thrill of virtual racing with cutting-edge Web3 activations. This milestone marks Automobili Lamborghini's bold entry into the gaming space, offering fans a one-of-a-kind opportunity to experience the brand at the intersection of performance, innovation, and digital culture.

"We are incredibly excited to take part in DreamHack Dallas as one of the main partners of the event. This marks not only Lamborghini's first-ever appearance at DreamHack, but also the debut of any automotive brand at the event" stated Christian Mastro, Marketing Director at Automobili Lamborghini. "In collaboration with ESL FACEIT Group, we're bringing the unparalleled Lamborghini experience to a vibrant and passionate gaming audience. Automobili Lamborghini embodies more than just automotive excellence; it represents a symbol of achievement, a lifestyle, and a dream. Lamborghini's design, with its iconic and cutting-edge style, resonates powerfully with the new generations — they instantly recognize it and see it as a true expression of their values, aspirations, and identity. At DreamHack Dallas, we aim to bring fans closer to the Lamborghini mystique than ever before".

Automobili Lamborghini has long held a special place in the hearts of video game fans. With its outstanding performance and unmistakable design, the brand is a fixture in the most iconic racing titles worldwide. Driving a Lamborghini in-game isn't just about speed — it's about stepping into a dream, where style, innovation, and emotion elevate the gaming experience. Automobili Lamborghini's participation in DreamHack Dallas marks a strategic expansion for the brand, moving beyond its traditional focus on racing enthusiasts to engage a broader, younger demographic through DreamHack's dynamic platform. Through activations across Web3, esports, and gaming platforms, Automobili Lamborghini showcases its disruptive DNA in a space where performance meets imagination.

DreamHack Dallas promises an unparalleled gaming lifestyle experience. DreamHack Dallas promises an unparalleled gaming lifestyle experience. The event attracts millions of online viewers and features a 24/7 festival atmosphere encompassing professional esports tournaments, LAN parties, cosplay, panels, art, and live music.

At the heart of DreamHack Dallas, Lamborghini's expansive 300 m² booth will merge cutting-edge gaming with Italian automotive craftsmanship. Guests will embark on an immersive brand journey featuring curated esports competitions, state-of-the-art racing simulators and interactive Web3 activations.



Attendees will have the opportunity to unlock an exclusive digital collectible, race virtually in legendary Lamborghini models and engage with the brand across both physical and digital realms. Anchoring the experience is a one-of-a-kind Lamborghini Revuelto in a custom, in-game interoperable livery—an authentic embodiment of the fusion between innovation and design.

"Having Automobili Lamborghini as one of the main partners at DreamHack Dallas is a dream come true," said Jasmin Haasbach, VP Global Brand Partnerships at ESL FACEIT Group. "Bringing such an iconic and aspirational brand to our passionate audience, who deeply appreciate automotive excellence, will elevate the DreamHack experience to new heights. We can't wait for attendees to witness the fusion of real and virtual Lamborghini experiences within the electrifying DreamHack atmosphere."

All updates on the event will be available on the official channels of Automobili Lamborghini and DreamHack, where all the latest updates and surprises from the event will be shared.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jjc.uk.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com