



Automobili Lamborghini takes center stage at DreamHack Atlanta

From urban activations to immersive festival experiences, Lamborghini strengthens its presence within the global gaming and digital entertainment ecosystem

Sant'Agata Bolognese, 18 May 2026 – Following its US debut in Dallas in May 2025 and its European stop in Stockholm, Automobili Lamborghini returns to the United States for its third participation at DreamHack, the world's leading gaming lifestyle festival. This time in Atlanta, the brand further consolidates its presence within the international digital entertainment ecosystem. For this edition, Lamborghini joined the event as Main Automotive Partner, marking another strategic step in its journey at the intersection of performance, innovation and new cultural territories.

In the days leading up to the festival, Atlanta was energised by a dedicated urban activation: two Lamborghini Temerario¹ models, the new benchmark in high-performance hybrid super sports cars, featuring a special livery inspired by Fortnite and Fast ForWorld, the brand's official virtual universe for gaming, interactive entertainment and digital culture, were placed in iconic city locations. Alongside the vehicles, the public was able to play the dedicated Automobili Lamborghini Fortnite island live via tablets and win DreamHack tickets through gameplay. This initiative successfully combined physical presence, gaming and direct interaction, transforming the Temerario into true experiential hubs and creating an initial touchpoint between the brand, the gaming community and the wider urban audience.

The two vehicles were then showcased inside the festival, ensuring continuity between the city activation and the on-site experience. Located at the heart of DreamHack, the Automobili Lamborghini area welcomed thousands of visitors with an immersive offering: from the two Temerario models on display, central to numerous photo opportunities, to professional driving simulators, including the exclusive Vesaro x Automobili Lamborghini, as well as a dedicated space to explore Fast ForWorld.

"Gaming, digital culture and Web3 represent strategic territories for Lamborghini to express a forward-looking vision and engage with new generations," said Christian Mastro, Marketing Director of Automobili Lamborghini. *"Through platforms such as DreamHack, we move beyond the traditional boundaries of the sector, bringing our distinctive DNA into digital and immersive environments. Being the sole automotive partner of this globally recognised event marks a further step in our journey within the digital world."*

The area allowed visitors not only to experience the brand's design and performance DNA, but also to discover how Lamborghini translates its vision into digital and interoperable environments, connecting with younger audiences through familiar languages and platforms.

¹ Temerario (WLTP): Energy consumption (weighted combined): 6,4-4,3 kWh/100 km plus 11,2-10,3 l/100km; CO2 emissions (weighted combined): 272-252 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km



Media information

DreamHack once again proves to be a strategic platform for showcasing Lamborghini's positioning as a pioneering brand in the digital and gaming world. Through esports, Web3 technologies and innovative experiences, the company continues to explore new forms of engagement while remaining true to its core identity: Lamborghini is a dream for many and a reality for few. With initiatives such as this, that dream becomes more tangible, inspiring and accessible, particularly for younger generations.

By combining physical presence, digital innovation and community-driven experiences, Automobili Lamborghini's participation at DreamHack Atlanta 2026 reinforces the brand's ambition to move beyond traditional industry boundaries, leveraging gaming and technology as strategic tools to connect, inspire and redefine the future of brand engagement.

Photo and video: 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

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

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

Social Media & Digital Communication
Chiara Busolo
T +39 340 0791871
chiara.busolo@lamborghini.com

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

Heritage Communication
Enrico Pavesi
T +39 345 6749362
extern.enrico.pavesi@lamborghini.com

Regional Offices

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

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

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