

INTERNET

Lamborghini broadens audience for milestone via video game collaboration

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Lamborghini Centario

By STAFF REPORTS

Italian automaker Lamborghini's new Centario super sports car will hit the virtual road before the real-world owners can take their cars for a spin.

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Lamborghini's Centario will be the cover car for the next edition of Microsoft Turn 10 Studios' racing franchise Forza. The model has been developed to celebrate the 100th anniversary of Lamborghini's founder's birth, making this video game partnership a means to share its milestone year with a broad audience.

Playing games

Lamborghini's Centario is a tribute to company founder Ferruccio Lamborghini, who was born 100 years ago.

The highly anticipated model was only produced in 20 coup and 20 roadster versions, which will be delivered starting this fall. All of the 40 limited-edition vehicles, which started at 1.75 million euro or about \$1.9 million, have already sold out to enthusiasts and collectors.



Lamborghini Centario

Before any of the owners receive their vehicles, the Centario will appear in Forza's newest game, being unveiled in June at the Electronic Entertainment Expo. The Centario will join 14 other Lamborghini models in the racing franchise.

The video game series is the best-selling racing franchise for current consoles, and its 10 million players make it the

most played racing game on Xbox One. Lamborghini is one of the most popular automakers of choice for players.

"Working with Microsoft and Turn 10 Studios allows us to broadly share the limited-production Centenario with an unprecedented global audience and let them experience the emotion of driving the most powerful Lamborghini ever produced," said Maurizio Reggiani, board member for research and development of Automobili Lamborghini, in a brand statement.

Forza's "Forzavista" animation creates a lifelike experience for the virtual driver, with working doors and headlights as well as a fully interactive cockpit.

"Very few automotive designs are as evocative, iconic or recognizable as a Lamborghini. Whether in Forzavista, on the open road or on a world-famous racetrack, our team painstakingly recreates each model with the greatest attention to detail," said Dan Greenawalt, creative director of Turn 10 Studios. "These cars are truly brought to life using ForzaTech, Turn 10 Studios' proprietary, state-of-the-art graphics and physics simulation engine."

Microsoft and Lamborghini Reveal the Lamborghini Centenario as the Next Forza Cover Car

At the Geneva International Motor Show, Microsoft and Lamborghini also announced a new Lamborghini Super Trofeo experience for "Forza Motorsports 6." From March 2, players can compete in timed "Rivals" events or multiplayer leagues, driving an animated 2014 Lamborghini Gallardo Super Trofeo.

Those who place at the top of their division or high on the leaderboard for Rivals races will be given a 2015 Huracn Super Trofeo in the game and will be given the chance to compete in a second season of competition.

Forza is a popular partner for high-end automakers as they seek to give a broader fanbase access to their cars.

In 2014, British automaker Aston Martin leveraged the excitement surrounding the release of the Xbox One game Forza Horizon 2 by joining a series of game-inspired events.

The #ForzaFuel initiative attempted to recreate scenarios found in the upcoming video game, including helicopter races. As automakers continue to reap reputation points from video games, it is important to interact with the fans so that it is not wholly lopsided ([see story](#)).

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