

AUTOMOTIVE

# Lamborghini brings immersive racing experience to Roblox

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Roblox's 70 million daily active users will have the chance to engage with the interactive drop. Image credit: Lamborghini

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By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is taking virtual streets.

Launched on the popular gaming platform Roblox this month, the Lamborghini Lanzador Lab: The Official Design and Drive Experience brings the brand's all-electric model to the digital sphere years before its real-life release in 2028. The site's 70 million daily active users will have the chance to engage with the interactive drop.

"We are thrilled to present the Lanzador on Roblox and offer a global audience the chance to engage with Lamborghini in an unprecedented way experiencing the new electric engine with more than 1 MW of peak power," said Christian Mastro, marketing director at [Automobili Lamborghini](#), in a statement.

"This collaboration is a testament to our commitment of reaching a new generation of fans and showcasing our brand's leadership in both the digital and physical realms."

## Rendered racing

Players are dropped into a digital replica of the Automobili Lamborghini Museum when the experience is booted up.

Participants then gain access to the 3D space, explore the automaker's history through various exhibits and take a car customized via Lamborghini's Ad Personam program to the racetrack to compete with their friends.

While playing, users can purchase a variety of accessories for their in-game avatars. One highlight involves the Automobili Lamborghini Bull Head.

Just three of the limited-edition digital items are available. Its buyers will receive a visit to the Lamborghini headquarters.

"It's great to see the Lanzador Design Lab and the general design language inside the Roblox experience," said Mitja Borkert, design director at Automobili Lamborghini, in a statement.



*Lamborghini Lanzador Lab: The Official Design and Drive Experience competitions use time trial challenges. Image credit: Lamborghini*

"It's opening it to an even younger generation."

Luxury has been apt to interact with Roblox, popular among the growing 17 to 24-year-old demographic lately.

Since 2022, French fashion label Givenchy ([see story](#)), Italian fashion label Gucci ([see story](#)) and British fashion label Burberry ([see story](#)) have each launched activations by partnering with the American video game developer, based in San Mateo, California.

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