



## **The bullish tradition of Automobili Lamborghini**

Ferruccio Lamborghini was born in 1916 under the sign of Taurus the bull, sealing his destiny as a clever, impetuous and strong-willed man who set himself a challenge that continues to inspire enthusiasts today: to produce the world's most advanced super sports cars. In October 1963 it was decided that the marque would be called "Automobili Ferruccio Lamborghini" and the company was formed that same year in May, also under the sign of Taurus. In the space of a few short years it was to become the manufacturer of the fastest and most aggressive supercars ever made. There was never any doubt that the brand's logo would be a raging bull, designed by Paolo Rambaldi as instructed by Ferruccio Lamborghini, who regarded himself as "tamugno" (an adjective in his local Italian dialect that means strong, solid and sure-footed) as a fighting bull.

Automobili Lamborghini also has a bullish tradition when it comes to naming the company's products, beginning with the legendary Miura presented at the Geneva Motor Show in 1966. We don't know for sure why this name was chosen and Ferruccio Lamborghini never revealed exactly what gave him the idea of the analogy with this breed of incredibly strong bulls that have legendary status in Spanish bullfighting circles. Miura bulls, according to enthusiasts, are not normal bulls. They are the strongest, but most importantly the most intelligent and aggressive of all fighting bulls. Bullfighters often write about the unmistakable look in the eyes of a Miura bull: the look of the true fighter, clever and strong. As can be seen, it is a particularly appropriate name that encompasses a great deal in just five letters.

What we do know is that Ferruccio liked the name. He was born under the sign of Taurus, like his company, and used this symbol as the emblem for all his industrial activities, and so it must have come naturally to name a car after a fighting bull.



The tradition continued through the years with various different models, including the Islero, named after the bull who gored the famous Spanish bullfighter Manolete, contributing to his death; the Jarama, the Spanish region famous for breeding fighting bulls; the Espada, or 'sword' in Spanish; the Jalpa, a special breed of fighting bull; and the Diablo, which was presented in 1990 as the successor to the Countach and named after the legendary El Diablo ("The Devil" in Spanish). This extremely aggressive bull was bred by the Duke of Veragua in the 19th century and on 11 July 1869 fought an epic battle with the famous bullfighter José De Lara, known as El Chicorro.

The successor to the Diablo, the Murciélago presented in 2001, is also named after a famously fierce fighting bull bred by Joaquin del Val de Navarra. During a bull fight on 5 October 1879, in the Cordova arena, Murciélago survived 24 sword thrusts inflicted by bullfighter Rafael Molino and fought with such passion and intensity that the matador decided, in a rare honour, to spare his life. Apparently this bull was given to Don Antonio Miura, a breeder and the ancestor of Ferruccio Lamborghini's friend Eduardo Miura, with whom he established a blood line of fighting bulls. The fact that in Spanish this word means 'bat' increases the dark, almost nocturnal, appeal of this magnificent car.

The most successful car produced by the "House of the Bull" started out life two years after the Murciélago. It was the Gallardo, which means strong and brave in Spanish and is the name of a famous breed of fighting bulls known for their aggressiveness. The Gallardo breed descends directly from the Cabrera, one of the five fundamental breeds in Spanish bullfighting, created in the seventeenth century on farms run by Carthusian and Dominican monks. In 1762 Marcelino Bernaldo de Quirós y Gallé began to select and raise the strongest Cabrera breed bulls on his farm, which was bought a few years later by the Gallardo brothers, who bred aggressive bulls from the Navarra region.



Their idea was to cross-breed the the two lines and create the Gallardo (or Cabrera Gallardo) breed.

In 2007 and 2008 Lamborghini presented two special cars with links to the world of bullfighting: Reventón and Estoque. The Reventón, of which only 20 were produced in the coupe version and 15 in the roadster version, is named after a fighting bull from the family of Don Heriberto Rodríguez, which was famous for having killed the bullfighter Félix Guzmán in 1943. Reventón means “explosion” in Spanish or “party” when used by young people as a noun. When used as an adjective, as in the case of the bull with this name, the word means “about to explode”. The name of the four-seater super sport saloon Estoque also originates in the world of bullfighting and refers to a type of sword traditionally used by matadores.

Aventador is the name of the latest super sports car presented by Lamborghini at the Geneva Motor Show in 2011, but also, according to tradition, a famous fighting bull. But Aventador was no ordinary bull and is regarded as one of the most courageous ever seen in Spanish bullfighting. Aventador was bred by Don Celestino Quadri Vides and in 1993 entered the arena in Saragozza where it received the Peña La Madroñera trophy for having shown “incredible courage when fighting”. The farm where Aventador was bred was established by bull-lover Celestino Cuadri in 1946 in Trigueros, a village about 100 km from Seville. In the 1970s, Cuadri handed over the management of the company to his eight children who continue to run the farm today. It now covers 2,000 hectares (5,000 acres) on which 500 bulls are raised, most used in bullfights or popular events in the Valencia area. In the world of bullfighting, the Cuadri family is famous for breeding the strongest, most aggressive and most difficult bulls to fight in all Spain. Various representatives of the Cuadri family have visted Sant’Agata Bolognese.

Lamborghini recently decided not to limit itself to producing just the world’s most extreme super sports cars, but to extend its range into the SUV segment,



which is growing rapidly throughout the world. The name of the new SUV, which was presented as a concept at the Beijing Motor Show in April 2012 and which could represent a future third Lamborghini model, is

Urus, another name inspired by the world of bullfighting. Urus, a synonym of “aurochs”, is a primordial bovine species and the ancestor of today’s fighting bulls. It had an aggressive temperament and a large frame, which could reach 180 cm in height. Spanish fighting bulls, which have been bred for the last 500 years, are particularly reminiscent of this original species, from which a new breed of car with an indomitable and aggressive temperament may develop.