



Once upon a time there was Ferruccio Lamborghini. A story of Italian innovation.

“You buy a Ferrari when you want to be somebody. You buy a Lamborghini when you are somebody.” This famous comment by Frank Sinatra, a great collector of the supercars manufactured by the House of the Bull, reflects the unique and inimitable spirit that is so typical of Emilia Romagna and was also behind the creation of Automobili Lamborghini, which began life as an antagonist and has become not only an international protagonist, but also the producer of the world’s finest luxury super sports cars.

It is clearly no coincidence that the fastest and most beautiful cars in the world have all been created in Emilia Romagna, in the area between Bologna and Modena, by charismatic personalities - Maserati, Drake and Ferruccio Lamborghini - as if each were saying to the other: “Anything you can do I can do better”.

What is crystal clear is that the origins of Automobili Lamborghini are inextricably entwined with the visionary and forceful character of its founder, and also with the years of the Italian miracle and economic boom. The war taught the country that it was both possible and a duty to rise up again and this spirit left a deep mark in the present and future projects of Ferruccio Lamborghini, born in 1916, who “from someone who only knew how to drive tractors”, created the cars that would go on to challenge the world.

Because although he had no marketing skills, it didn’t take long for Lamborghini, the owner of a successful tractor manufacturing business, to realise that producing luxury sports cars would be much more profitable, as well of course as giving him a much more prominent profile.

And so, in 1962 and 1963, “Società Automobili Ferruccio Lamborghini” set out on its great supercar adventure, beginning half a century of history that continues today. Exactly 50 years since the construction of its first factory in



Sant'Agata Bolognese, the company continues to carry Italy's name and spirit throughout the world.

The factory is located at one vertex of a triangle with Bologna and Modena, in an area where, as we know, professional skills in the sports car segment are plentiful. Even though, as Lamborghini later said, it would have been better to build the factory "next to the motorway: the view of the logo and cars in the yard would have represented some remarkable free advertising!".

The big, bright central building, with tiled floors full of numeric control machinery, was positioned next to the office building, so that managers could keep a constant eye on production. Lamborghini himself was particularly pleased with this arrangement and had no scruples about working on his cars personally when he thought something wasn't being done the way he wanted.

Ferruccio, born under the sign of Taurus the bull, decided that his cars would bear a crest featuring the same animal he used as the emblem for his tractors, and commissioned the famous graphic designer of the period Paolo Rambaldi to create the new logo.

Lamborghini knew exactly what he wanted and it didn't take him long to find the right people for his project. Taking advantage of the famous "night of the long knives", during which the company's rival replaced its team of engineers, Lamborghini recruited the best technical staff available.

They included the talented Giotto Bizzarini who, with the young Gianpaolo Dallara and Gianpaolo Stanzani, both only twenty five, helped Lamborghini make its debut on the world stage with the 350 GTV, later simplified to the 350 GT, designed by Franco Scaglione.



But Lamborghini was perfectly well aware that it takes much more than this for a brand new marque to be successful in such a difficult and exclusive market. And so in 1966 the “House of the Bull” made its presence felt with

the introduction of the car that launched the Lamborghini brand, the Miura, which was named after one of the fiercest breeds of Spanish bull, raised in Andalusia by Edoardo Miura.

“It is a racing car to drive for fun”, the magazine Quattroruote wrote in November 1967.

In 1968 the first episodes of class tension erupted and Lamborghini too, who had always had a close relationship with his workers, talking to them in the local dialect over a glass of red wine, struggled to come to terms with this “cultural revolution”. Not long afterwards, with the onset of a deep economic recession, he decided to sell “his factory” and retire to Lake Trasimeno.

Following the “credo” instilled in the company by Ferruccio, Lamborghini production has always been characterised by innovation, by technological choices and, most importantly, by a very strong and distinctive personality and style.

And still today, as the Sant’Agata-based car manufacturer looks back over 50 legendary years of history, the current production models (the Gallardo and the Aventador) express that very same credo of constantly striving to bring the future into the present and of explosive power, which are clearly character traits of the marque’s visionary founder. A strange combination of Italian creativity and German rigour.