



50 years old: a 1,200 km journey through Italy to celebrate

The legend of a glorious past combined with today's image of revolutionary technology; an icon of style and Italian passion, and at the same time an example of precision and technology at the very highest levels. 2013 is the 50th anniversary of Automobili Lamborghini, and to celebrate the company has prepared a series of initiatives that will culminate in May, in the same week that 50 years ago the company was registered in the Bologna Company Register.

The celebrations will start on May 7th when the "Lamborghini 50th Anniversary Grand Tour" leaves Milan for the biggest rally ever organised in the car maker's history. The tour will end on 11 May with a series of celebratory events in Sant'Agata Bolgnese.

Milan, Forte dei Marmi, Rome and Bologna, followed by an arrival in grand style in Sant'Agata Bolognese, where the company began life and continues to have its headquarters. These are the ports of call on a tour that will take in mountain passes and historical town centres on its 1,200 km route through Italy, or one of the longest and most varied of any Italian car rally apart from the Mille Miglia, visiting important locations in the history of the car maker and Italy in that period.

Other celebratory events are being planned for this anniversary year throughout the world.

A great tribute to Italy, but also to Emilia Romagna, which is the guiding thread unifying the programme of celebrations and bears witness to the fact that despite the company's international reach and German ownership, the "House of the Bull" confirms its close ties to the town of Sant'Agata Bolognese where the Lamborghini legend began life and has grown to its present stature.



The depth of the company's ties with its home area is also demonstrated by the decision to earmark 10% of the revenue generated by the events organised to celebrate the 50th anniversary to help rebuild the cultural heritage and places of worship of areas affected by the recent earthquake.

As Stephan Winkelmann, the company's Chairman and CEO clarifies: "in almost fifty years Lamborghini has grown in Emilia Romagna because of the devotion and passion of the local population, and although it is now an international company, it intends to pay tribute to its origins. It is therefore natural that the 2013 celebrations should be regarded as a opportunity to confirm its attachment to the local area, but with its sights set firmly on the future".

The towns on the route of the "Lamborghini 50th Anniversary Grand Tour" have recognised the importance of this event, deciding to support it and ensuring that next May's rally will be even more spectacular. In Sant'Agata Bolognese and Rome, as well as in Bologna, Forte dei Marmi and Orvieto, the 300 or so cars expected to take part in the rally will be allowed to drive through, and in some cases stop in the town centre, with the assistance and coordination of over 60 people and patrols who will supervise the event's organisation.

In Bologna there will be a packed calendar of joint events, including an exhibition in the city's main square, Piazza Maggiore, of the Lamborghinis taking part in the rally on May 10 and 11. From November through to May 2013, Bologna's Guglielmo Marconi Airport is host to a rotating exhibition of the beautiful cars that have written the history of the Sant'Agata based car manufacturer.

A website - www.lamborghini50.com – will be updated weekly with news about the organisation of the event, while a history and image section will present



the story, personalities, legends and and some unpublished truths about the birth and infancy of the car manufacturer.

The emblem of all this is a logo specially created for Lamborghini's fiftieth anniversary, in which the number 50, positioned over the word anniversary, dominates the shield logo with the image of the bull, in a diagonal arrangement here to express dynamism and tension, symbolising the far-sighted and innovative spirit that has always underpinned the Company's approach.