



## Press Release

### Automobili Lamborghini announces the worldwide 2015 Esperienza and Accademia programs

**All-new locations, on four continents for the first time: Europe, America, Asia and Oceania, with the participation of the Young Drivers Program**

*Sant'Agata Bolognese, 18 December 2014.* Automobili Lamborghini has announced its 2015 worldwide program of Accademia and Esperienza driving events, designed to allow both drivers enjoying a first taste of Lamborghini to those already experienced on track, to enjoy the brand and the super sports cars from Sant'Agata Bolognese.

From 15-19 January 2015 the impressive frozen lake track of Nagano (Japan), is the location of the first Lamborghini Winter Accademia that next year will visit three exclusive new locations, on three continents for the first time: Europe, Asia and America. The Asian leg of the tour will be followed by a program in Aspen (Colorado, United States) from 6-8 February and the Italian stage in Livigno running from 21-26 February.

After the three winter events, the track-driving Accademia will visit Barcelona in Spain, before moving on to Imola in Italy and then to the famous F1 Yas Marina circuit in Abu Dhabi. The Sepang circuit in Malaysia will be another stop-off point in Asia, while in the United States the program will visit the Circuit of the Americas in Austin, Texas.

The 2015 Lamborghini Esperienza will visit four continents for the first time. More than 20 fixtures have been arranged at some of the most prestigious circuits in Europe, United States, Asia and Australia. The Lamborghini Esperienza is the first step for anyone wanting to explore the world of Lamborghini. The courses are held at circuits or driving centers suited to the type of program, with the aim of introducing the brand and a first experience of Lamborghini super sports cars.

*"We are very pleased to extend our Accademia and Esperienza program so significantly this year. It is proof of the growing interest in Lamborghini's super sports cars, among existing and potential customers from all over the world,"* commented Giorgio Sanna, Lamborghini's motorsport coordinator. *"These courses offer all participants, whatever their driving experience and their familiarity with Lamborghini, to enjoy our brand and experience our cars."*

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The Lamborghini Accademia offers fans the chance to drive on the track (*Track Accademia*) or on ice (*Winter Accademia*). Each Accademia offers two types of program - intensive and advanced - giving the participants the opportunity to take their first steps towards the world of competitive racing. The demanding course program involves multiple training sessions during which the drivers will try various exercises including slaloms, acceleration, braking and oversteering.

Each Accademia is open to a maximum of 24 participants on the intensive course, and 16 on the advanced course. The drivers are divided into small groups to make the experience more exclusive.

More than 2000 people have already signed up for the Esperienza and Accademia courses in 2015. All the participants will be able to try out their skills and perfect their driving in the new Lamborghini Huracán LP 610-4 (launched in March this year at the Geneva motor show), or the Lamborghini Aventador LP 700-4, an icon in the world of luxury V12 super sports cars.

The Esperienza and Accademia courses are managed by Lamborghini Squadra Corse, a specialized team which provides since 2013 an integrated approach to the Lamborghini driving experience, starting with Esperienza, then Accademia, through to entry into the world of competitive racing in the Lamborghini Blancpain Super Trofeo and into GT3.

Early in 2014, the House of the Raging Bull also launched the Young Drivers Program (YDP), which gives the best under-26 drivers from the three Lamborghini Blancpain Super Trofeo series the chance to be selected for the Lamborghini Squadra Corse testing activities.

From 2015, the YDP drivers will play a key part in the Lamborghini driving programs. After being involved in developing the new Huracán LP 620-2 Super Trofeo, they will take part as instructors in the Esperienza and Accademia events worldwide.

*"The objective of the Young Drivers Program is to develop the young drivers' all-round skills, giving them the chance to gain experience off the racetrack. Continuing their instruction experience on the Lamborghini Esperienza and Accademia international track programs is an opportunity with great personal and professional value, as well as being appreciated by our clients,"* added Giorgio Sanna.

For further details of dates, the program, and to enrol for the Esperienza or Accademia events, visit the website:

<http://www.squadracorse.lamborghini.com>



## **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which has made its world debut at the 2014 Geneva Motor Show is the successor to the iconic Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 129 dealerships worldwide, in little more than half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand's 50th anniversary year in 2013.

For more photos and videos, please visit:

<http://media.lamborghini.com> and <http://www.thenewsmarket.com/lamborghini>

For more information on Automobili Lamborghini, please visit: [www.lamborghini.com](http://www.lamborghini.com)