



## Media Information

### **The Lamborghini Museum reopens its doors to the public The new Sián Roadster on display until 12 July**

*Sant'Agata Bolognese, 10 July 2020* - Automobili Lamborghini reopens its museum, presenting many new developments but importantly, also signaling a partial return to normality. Following its closure due to the Covid-19 emergency, the Lamborghini Museum of Technologies - MUDETEC - is reopening its doors today, Friday 10 July, to welcome tourists and enthusiasts of cars and Lamborghini.

The main attraction coinciding with the museum's opening is the display of the new Sián Roadster. The open-top, hybrid super sports car can be seen exclusively inside the museum, until Sunday 12 July.

Visiting arrangements have changed post-lockdown and, for the time being, visits to the museum are subject to specific provisions: the museum will be open daily (from 9.30 a.m. to 6.00 p.m.) and entry is by advance booking only, enabling safety regulations relating to social distancing and disinfection of museum spaces to ensure visitor safety.

The Lamborghini Museum in Sant'Agata Bolognese - renamed MUDETEC last April - has long been a pilgrimage site for Lamborghini enthusiasts and fans. Inside the museum, visitors are taken on a journey through the history of the Lamborghini world from its beginnings to the present day, illustrated by a series of innovations and examples of excellence that have revolutionized not only Lamborghini but the entire automotive panorama, creating new concepts and laying foundations for future technologies.

Visitors will gain an insight into Lamborghini's values and discover its most iconic and revolutionary masterpieces, the result of the major contribution and ongoing investment by Automobili Lamborghini in research and development. Pioneering and innovative by tradition, Lamborghini has always looked to the future, with an eye on the design and technology of tomorrow.

From the most iconic historic vehicles such as the 350 GT, the Miura, the Countach and the LM002, to the more recent and exclusive Asterion (hybrid concept car), the Centenario, and the Aventador SVJ, the vehicles on display tell the story of Automobili Lamborghini, marked by passion, engineering, design and leadership in the application of carbon fiber and Forged Composites. The museum also delves into the world of aerodynamics and electronics, showcasing the recent cutting-edge technologies applied to the Huracán and Aventador, such as the ALA active aerodynamics system, the predictive logic of the LDVI system, and the innovative HMI user interface.

The reopening of MUDETEC also coincides with new and exciting collaborations. The first involves the Architecture for Exhibition project, developed by Automobili Lamborghini in partnership with Young Architects Competitions (YAC), a Bologna-based architecture academy that promotes international architectural design competitions and training programs for young architects. The



## Media Information

young trainees will have the unique chance to work on the 2021 design of MUDETEC, under the supervision of Giuseppe Zampieri, founder of the David Chipperfield Architects branch in Milan, and with the support of some leading international architects.

In another collaborative project, some of the pieces from the MUDETEC collection will be featured at the Cité de l'Automobile, the world's largest automobile museum, located in France, in Mulhouse, Alsace. The exhibition, running from July 9, 2020 to January 10, 2021, will have a special focus on Automobili Lamborghini for the first time in its history. It will tell visitors about the brand's history highlighting the uniqueness of Lamborghini cars and the dreams that have inspired the brand and its enthusiasts over the years. From the first visionary models to the latest and most innovative cars, the exhibition tells the story of Lamborghini and all the successes achieved through the years. In addition to the vehicles, a wealth of archive materials will also be on display.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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