



Media Information

Exclusive special edition Clima Bottle from 24Bottles and Automobili Lamborghini

Sant'Agata Bolognese, 15 July 2020 - Automobili Lamborghini and 24Bottles have produced their first special edition under the two Italian brands' collaboration: the **24Bottles for Automobili Lamborghini - Clima Bottle** design recalls the iconic camouflage sported by the Lamborghini Aventador SVJ, when it took the track record at Germany's Nürburgring Nordschleife.

Each 24Bottles product is authentically crafted with a manually-applied pattern, making each bottle unique and original. The collaboration reflects contemporary lifestyles and fashion culture as well as the increasing demand for environmental innovation, to which both companies are committed: **24Bottles for Automobili Lamborghini - Clima Bottle** is a perfect synthesis of the two brands, combining sustainability, design and proven performance.

The exclusive Clima Bottle is a double-walled 18/8 stainless steel bottle made with thermal insulation technology. Clima Bottle preserves the flavor and temperature of drinks, which can remain hot for up to 12 hours, or cold for up to 24 hours.

Both brands were born and are based in Italy's Bologna region: Lamborghini, in 1963, producing super sports cars such as the Aventador and Huracán, and the Urus Super SUV.

Through its unique designs, 24Bottles offers an approach that is both responsible and stylish. In addition to promoting the reduction of disposable plastic bottles, 24Bottles guarantees responsible practices in the entire production process and is committed to compensating its environmental impact by carrying out reforestation projects.

The new **24Bottles for Automobili Lamborghini - Clima Bottle** will be available from 15 July 2020 in the international network of 24Bottles and Automobili Lamborghini stores, on www.24bottles.com and on www.lamborghinistore.com, and in the Lamborghini headquarters store in Sant'Agata Bolognese.



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Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northern Italy. Lamborghini currently produces two super sports car models, the V12-powered Aventador, launched in 2011, and the V10-powered Huracán, launched in 2014, along with the Urus Super SUV powered by a twinturbo V8 engine, launched in 2017.

With 166 dealerships throughout the world, the company has seen global sales growth for the last nine consecutive years, with 8,205 cars delivered in 2019.

Over half a century Automobili Lamborghini created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions such as the Reventón, Sesto Elemento, Veneno and the Centenario. With the Lamborghini Sián FKP 37 unveiled in 2019, a few-off build of only 63 units, the company delivers unique new hybrid technologies, featuring the world-first application of a supercapacitor for hybridization, new materials technology, and unsurpassed Lamborghini performance.

In 2015, the whole Automobili Lamborghini plant was certified CO2 neutral. All electric energy used in Automobili Lamborghini derives from certified renewable sources, for example a large photovoltaic plant of 15.000 m², as well as trigeneration and long-distance-heating systems. This commitment has made the company the first, and so far the only, Italian automotive company to attain the EMAS environmental certification (an instrument which has been adopted by the Council of the European Union with the specific goal of highlighting the role and responsibility of businesses in safeguarding the environment). Thanks to the industrial projects implemented to save the environment and to use clean energy, Automobili Lamborghini saves up to 5.700 tons of CO₂ each year, which corresponds to the amount that 285.000 trees would absorb in only one year.

24Bottles®

24Bottles®, the Italian design brand born in 2013 to reduce the impact of disposable plastic bottles on the planet and our lives, was born from the search for the most comfortable and functional solution to satisfy the need to hydrate in a healthy, elegant and ecological way. Choosing 24Bottles means taking care of yourself, your well-being and that of the planet. The alternative provided by 24Bottles is a wide range of stainless steel bottles and solutions with an original design: elegant, reusable and lightweight, perfect for any style and occasion. The company, B Corp® certified, has also embarked on an ambitious program to achieve Carbon Neutrality, intending to completely zero its carbon footprint, supporting reforestation projects and rural communities in different areas of the world. 24Bottles oversees 60 countries around the world: mainly Europe, but also Canada, Japan and Australia.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





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