



Media Information

Lamborghini Countach LP 500 turns 50 years old on March 11, 2021

Sant'Agata Bolognese, March 11, 2021 - Exactly 50 years ago at the Geneva Motor Show, the undisputed star of the event was introduced: the Lamborghini Countach LP 500 in yellow. At ten o'clock in the morning in the exhibition space of Carrozzeria Bertone, this prototype made its first public appearance. Its unveil was so successful that the company raced against time to satisfy the customers' requests and transform the futuristic show car into a production car, though in a small series. The decision to unveil the Countach LP 500 in Carrozzeria Bertone's space was motivated by the fact that Lamborghini's stand featured the latest arrival of the House of the Raging Bull: the Miura SV, perfected after five years of production. With this double presentation, Lamborghini communicated and confirmed its prowess not only in production but especially in innovation, to the extent that in the months following Geneva, the Countach LP 500 was featured in all the international automotive magazines.

The Countach project, with internal code number LP112, where LP indicates the rear longitudinal position ("Longitudinale Posteriore" in Italian) of the 12-cylinder engine, stemmed from Ferruccio Lamborghini's desire to maintain the image of a company at the forefront of style and technology following the Miura.

Heading up this record-breaking achievement was engineer Paolo Stanzani, who had been with Lamborghini since 1963, and in 1968 was named General Manager and Technical Director, responsible for the mechanical part of the Countach.

The beautiful, clean, futuristic lines of the Countach, still so after 50 years, were styled by Marcello Gandini, Design Director of Carrozzeria Bertone. Gandini was also responsible for the decision to use the scissor doors, which since that time have characterized the production of Lamborghini's 12-cylinder models. The LP 500 was a substantially different car than the Countach that would go into production in 1974. It had a platform frame rather than a tubular one, it was equipped with a 12-cylinder 4971cc engine (one of a kind), the engine air intakes had a shark gill design, and inside it featured sophisticated electronic instrumentation.

The origin of the name of this car lies in the dialect of the Piedmont region. In its final stages of assembly, the car was hidden in a shed for agricultural machinery on a farm near Grugliasco (province of Turin) to avoid possible work stoppages related to labor unrest, and was "discovered" by a farmer who exclaimed in amazement and enthusiasm, "Countach!" (a word in Piedmontese dialect expressing wonderment). When Piedmont-born Marcello Gandini became aware of the fact, he thought that this word had a particularly strong communicative force and also convinced Nuccio Bertone, Ferruccio Lamborghini and his colleague Paolo Stanzani of this.

Following the LP 500's success in Geneva, Lamborghini's chief test driver Bob Wallace used the car, equipped with a more reliable 4-liter engine, for every possible kind of road test. The career of this extraordinary car ended at the beginning of 1974, when it was used for the crash tests required for the homologation of the production car and subsequently scrapped.

From 1974 to 1990, 1,999 Countachs in five different series were produced, representing a model that, in addition to ending up displayed on the bedroom walls of an entire generation and being used in dozens of films, allowed Lamborghini to survive the most difficult years of its history and to enter permanently into the halls of legend.



Media Information

Lamborghini Polo Storico

Opened in 2015, Lamborghini Polo Storico is an Automobili Lamborghini department dedicated to preserving the heritage of the company from Sant'Agata Bolognese. The restoration and certification of all Lamborghini cars produced up to 2001 are just part of the work done by Polo Storico. It also carries out the reconstruction of spare parts for vintage Lamborghinis, with some 200 new codes introduced every year, and the preservation and management of the archive, activities with which Lamborghini Polo Storico aims to support the preservation of classic Lamborghini vehicles.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A. Headquarters

Head of Communication
Tim Bravo
T +39 051 9597611

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jic.uk.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com