

Company Profile
Automobili Lamborghini S.p.A.

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Automobili Lamborghini S.p.A

Automobili Lamborghini S.p.A. is unrivalled worldwide as a manufacturer of pure and visionary super sports cars.

Lamborghini cars are incomparable through their blend of:

- alluring design
- supreme driving dynamics
- technological competence
- sophisticated workmanship
- extremely high level of quality

A Lamborghini super sports car is pure, visionary, innovative and always unmistakably Italian. Lamborghinis are built in Sant'Agata Bolognese, in the midst of "Terra di Motori" (Motor Valley): no other region in the world is as passionate about the fine sound of high-performance engines as the region of Emilia-Romagna in northern Italy, where so many car legends have been created in such a relatively short period of time.

Today Lamborghini embodies the highest degree of technological expertise focused on the construction of extraordinary performance engines: lightweight construction in aluminum and carbon fiber; superior four-wheel drive traction; and running gear that offers both high precision and safety.

The design of a Lamborghini is always highly distinctive and immediately recognizable. The expression of its form is ahead of its time; it inspires trends and, like the entire car, is visionary. From its launch, a new Lamborghini model is set to transcend from a beautiful car into a future legend and a sought-after classic.

Lamborghini cars are created from a combination of precise production engineering on ultra-modern production lines, coupled with the best craftsmanship and finish, guaranteeing the highest degree of satisfaction among Lamborghini customers and preserving the cars' value in time. With a limitless range of permutations possible thanks to the individualization program Ad Personam, each Lamborghini can be perfectly adapted to its owner's taste.



Automobili Lamborghini S.p.A. in brief, past and present

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese in Northern Italy, and produces some of the most sought-after super sports cars in the world.

The Lamborghini Urus, the first Super SUV, was launched in 2017, creating a new niche in the luxury segment and setting a new benchmark in terms of power, performance, driving dynamics, design, luxury and daily usability.

The Huracán family, successor to the iconic Gallardo, debuted in 2014 with the Coupé version, followed by the Spyder version, the rear-wheel drive versions, and the Performante in 2017 and Performante Spyder in 2018, proving its capabilities with lap records set on various occasions. In 2019 the new Huracán EVO was introduced in the Coupé and Spyder versions, featuring the next-generation V10 engine equipped with sophisticated aerodynamics and advanced driving dynamics systems. 2020 was inaugurated with the launch of the Huracán EVO RWD, which places the driver at the center of the driving experience, offering instinctive and engaging emotions. In May 2020, the new Huracán EVO RWD Spyder was revealed on Lamborghini's official website [lamborghini.com](https://www.lamborghini.com) using Augmented Reality (AR) for the first time.

In November 2020, Automobili Lamborghini virtually unveiled its latest model, the Huracán STO - Super Trofeo Omologata - a super sports car approved for road use, inspired by the sporting tradition of its Huracán Super Trofeo EVO and Huracán GT3 EVO racing cars.

The Aventador S Coupé and Roadster launched in 2017 represent a new benchmark in the world of V12 super sports cars. The Aventador SVJ, presented in August 2018, claimed its position as the Nürburgring-Nordschleife production car record holder, completing the 20.6 km lap in just 6:44.97 minutes.

At the 2019 Frankfurt Motor Show, Automobili Lamborghini unveiled the **Lamborghini Sián FKP 37**, a hybrid super sports car introducing new technologies and unrivalled performance. The fastest Lamborghini of all time, produced in just 63 examples and featuring Lamborghini's iconic V12 powertrain, was designed around unique hybrid technologies to achieve the extraordinary thrills and exceptional dynamic performance of a naturally aspirated Lamborghini super sports car, while meeting future electrification requirements.

July 2020 saw the unveiling of the **Sián Roadster**, a limited edition open-top hybrid super sports car that would be produced in just 19 units, all already sold, which boasts one of the most



spectacular open-top cockpits ever and enhances the inimitable sound of Lamborghini's most powerful V12 engine of all time.

With 167 dealers worldwide, in over half a century of existence Automobili Lamborghini has created a series of dream cars prior to its current V12, V10 and Urus Super SUV model lines, including the 350 GT, Miura, Espada, Countach, Diablo and Murciélago, and limited series such as the Reventón, Sesto Elemento, Veneno and Centenario.

The history

The history of Automobili Lamborghini is a fascinating story of a challenge overcome and of records broken. It began in the early 1960s, when Ferruccio Lamborghini, the determined owner of a tractor factory and a successful entrepreneur, resolved to build a new luxury super sports car.

He thus began working on his ambitious project and, in 1963, bought a huge plot of land in the town of Sant'Agata Bolognese, in the province of Bologna, where he would build a large and highly modern factory. The company bore his name, and a bull was chosen as a logo to express the strength and power symbolized by his astrological sign, Taurus.

The first model was swiftly developed to meet the date set for its official presentation at the Turin Auto Show, scheduled for early November 1963. Thus was born the 350 GTV, a Gran Turismo prototype with a longitudinal, front-mounted V12 engine. The first car produced, was introduced in 1964, the **350 GT**. The first true Lamborghini, it had been redesigned by Carrozzeria Touring to have a less extreme look. The engine was again the V12, but this time it was detuned (320 HP). This was the first in a series of automotive masterpieces destined to make the Lamborghini brand a worldwide legend.

The next model is internationally renowned as an automotive icon: the **Miura**. Designed in 1965 by a Lamborghini engineering team headed by Gian Paolo Dallara and Paolo Stanzani, and with a body conceived by Marcello Gandini for Carrozzeria Bertone, it immediately became a highly coveted car for those who could afford it.

It featured a look that was sleek and sensual. It was only 105 centimeters tall and had a minimum ground clearance of just 135 millimeters. When the Miura was introduced at the Geneva Motor Show in 1966, it became an overnight international sensation destined to transform the sports car world. Its transverse rear 4-liter 60° V12 mid-engine, which was joined to a transaxle to form a single unit, churned out 350 HP at 7000 RPM and powered the Miura to a record maximum speed (at the time) of 280 km/h.



It was a refined and ultramodern project, far ahead of its time and doubtless inspired by the great racing prototypes that were challenging each other in the long-distance races of that era. Only many years later would the scope of its rear engine technology be broadened to encompass the most refined of road-going sports cars.

With the Miura, which took its name from Edoardo Miura, who was a close friend of founder Ferruccio Lamborghini and a famous breeder of bulls, Lamborghini began the tradition of giving its cars names inspired by the world of Spanish bullfighting.

Royalty, singers and actors alike: none was immune to Miura-mania. Dean Martin, Frank Sinatra, Johnny Halliday, the Shah of Iran, the Prince of Monaco, Little Tony, Rod Stewart, the model Twiggy, and many other famous names who wished to remain anonymous all caught the fever.

763 Miuras were delivered throughout the world, in three versions produced from 1966 to 1972, and in some 60 different colors.

1968 saw the advent of the Lamborghini **Espada**, the fastest four-seater in the world in its day (245 km/h). Its look was futuristic for the time, and it is still considered one of the most remarkable cars Lamborghini has ever made.

1971 saw the creation of the **Countach LP 500**, more aggressive and offering even higher performance than the Miura, equipped with a longitudinal rear engine and up-opening doors. Unlike other Lamborghinis, the Countach was not named after a breed of bull, but took its name from an exclamation of wonder and astonishment uttered in Piedmontese dialect by a Bertone worker when he saw the car for the first time. The Countach would be produced for some 17 years.

In 1982, the company diversified its production with the manufacture of an off-road vehicle, the **LM002** (Lamborghini Military). Produced from 1986 to 1993, it was specially designed for the specific demands of driving on desert dunes for border defense needs. The LM offered excellent size and exceptional performance, including off-road driving. 300 were produced. It was initially equipped with a suitably-adapted version of the Countach's four-valve, 5167 cc, 450 HP engine, which would later be replaced with the sequential electronic injection engine.

Another Lamborghini masterpiece, introduced in 1990, was the **Diablo**, the worthy heir of the Countach. This model also bore the name of a fierce fighting bull and incorporated some surprising features, an aerodynamic and spectacular modern design, with a 12-cylinder engine that churned out 492 HP at 7300 RPM. It sprinted from 0 to 100 km/h in only 4.03 seconds, with an impressive top speed of 325 km/h, the highest ever reached by a standard-production car at that time.



Automobili Lamborghini had broken yet another record, further establishing its powerful presence in the industry.

A lengthy series of changes in company ownership ended in 1998, with the acquisition of Automobili Lamborghini by the Audi group. From 2005 to 2016, Stephan Winkelmann was President and CEO of Automobili Lamborghini S.p.A. From March 2016 to November 2020, Stefano Domenicali was the Chairman and Chief Executive Officer. In December 2020, the presidency returned to Stephan Winkelmann.

Stephan Winkelmann - President and Chief Executive Officer

Stephan Winkelmann was born in Berlin on 18 October 1964 and grew up in Rome, Italy.

He studied political science in Rome, took his degree in Munich and spent two years in the paratroopers in Germany, leaving as a lieutenant. In 1991 he started his professional career at a German financial institution before moving to the automotive industry, working firstly for Mercedes-Benz and then for Fiat Auto from 1994 to 2004 in marketing and sales, both in Italy and abroad. He was appointed as CEO of Fiat Auto Austria, Switzerland and Germany.

Stephan Winkelmann was President and CEO of Automobili Lamborghini S.p.A in Sant'Agata Bolognese (Italy) from 2005 to 2016, during which time he transformed Lamborghini into a global leader in the manufacture of super sports cars.

Lamborghini models introduced under Winkelmann started with derivatives of the Gallardo and ranged through introductions of the V10 Huracán and V12 Aventador as well as limited editions and one-offs, setting numerous new sales records. In 2015 a third model line was announced, the Super SUV Urus, to be constructed in Sant'Agata Bolognese and marking the beginning of a new era for the company.

In March 2016, Winkelmann became CEO of Quattro GmbH (today Audi Sport GmbH) before joining Bugatti Automobiles S.A.S. as president at the beginning of 2018.

Winkelmann returned to Lamborghini as President and CEO on 1 December 2020, succeeding Stefano Domenicali, and he kept the presidency of Bugatti until October 2021.

Ferruccio Lamborghini - the founder

He was a country boy, and a lover of fast cars; a sober businessman and a visionary at the same time. Ferruccio Lamborghini (1916 - 1993), the sports car brand's founder, is regarded as one of



the great Italian entrepreneurial personalities of the 20th century and as a person with many facets: a man as fascinating as his cars.

Ferruccio Lamborghini was born on April 28 in 1916 on a farm in the rural town of Renazzo di Cento near Modena. As a boy, Lamborghini already had a burning interest in all mechanical objects. He graduated with an engineering degree from the technical university in Bologna. During the Second World War, he was stationed on the Greek island of Rhodes as a ground crew member of the air force.

1946: Start as an entrepreneur

After his release from British captivity as a prisoner of war in 1946, Lamborghini opened a workshop near his hometown in which he assembled agricultural vehicles from ex-military ones. It seems he had his business idea on his honeymoon. Post-war Italy, including the region of Emilia-Romagna that was extremely agricultural, suffered from a serious lack of agricultural machinery and Lamborghini threw himself into his new business with ambition, great willpower and a lot of energy.

From the workshop, a company arose in 1949, which produced in-house developed tractors with two, three and four-cylinder diesel engines. These were modular constructions with numerous interchangeable components. An engine with direct injection was added to the range in 1954. The company, Lamborghini Trattori S.p.A., then moved to a new plant. With an output of 400 vehicles per month, it was one of the biggest agricultural machinery manufacturers in Italy in the late '60s.

Following a journey to the USA Ferruccio Lamborghini broadened his business interests in 1960. Bruciatore S.p.A., his new company, was formed to manufacture heating and air-conditioning units for private and industrial purposes. This second company also flourished. With the profits from the two businesses, Lamborghini attempted to realize a dream, the manufacture of helicopters. The government, however, denied him approval for this project.

In 1962, Ferruccio Lamborghini was 46 years old. A self-made man, he had risen to become one of the richest entrepreneurs in Italy. This stocky, energetic man still had both feet firmly on the ground, though. Both his fellow business colleagues and employees valued his intelligence and his sincere, cheerful and sometimes direct, rural nature.

1963: The sports car brand is created

Lamborghini enjoyed his success and the good things in life: good food, fine wines and fast cars. In 1948 he had already built an open sports car based on a tuned Fiat Topolino and, with it, he took



part in the Mille Miglia road race, which was highly popular in Italy at the time. However, the race ended for car number 427 after about 600 miles, as Lamborghini reported himself, "in a bar I entered with the car through the wall".

The story of how Ferruccio Lamborghini decided to make sports cars himself at the end of 1962 has been circulated often and with many variants, legend and truth having become inseparably mixed. Essentially this is what seems to have taken place: Lamborghini owned a collection of powerful Jaguars, Mercedes, Ferraris and Maseratis, but no car completely satisfied him. Either it was not luxurious enough, the ventilation seemed too weak, the quality too poor or the transmission unit noise too loud for him.

Lamborghini was not even happy with the workmanship on his new Ferrari 250 GT. He requested a meeting with Enzo Ferrari in nearby Maranello, which was refused. He had the GT taken apart by his engineers and recognized that many of the parts used were standard items. Lamborghini felt that he could build such a sports car himself, possibly a much higher quality vehicle. He then very sensibly opined that, if he were to give up on his expensive motorsport habit, he would even be able to open up a new, profitable business segment.

Ferruccio Lamborghini established his own car company, Automobili Ferruccio Lamborghini S.p.A., in Sant'Agata Bolognese in May 1963. Its location in the small town between Modena and Bologna was chosen carefully, as was typical of Lamborghini. The ultra-modern plant in green meadowland with an area of 50,000 m² had plenty of space to grow, the tractor and heating factory not being far away. In addition, it was in the middle of the "Motor Valley", home to Ferrari, Maserati and Ducati factories and now Lamborghini as well.

Although a highly qualified source of skilled workers from the sports car industry existed, the wage level was low because the region was otherwise relatively structurally weak. Lamborghini gave the municipality an employment guarantee for his workers and in return, he received a long-term interest-free loan. The impatient boss exerted considerable pressure during erection of the factory and after just a year, it was completed.

The charging bull on the corporate coat of arms already decorated the first Lamborghini sports cars. The head of the company, himself born under the zodiac sign Taurus, loved this symbol - he saw in it an expression of his forward-urging and occasionally impetuous character.



1972/73: Lamborghini retires

The sparkling success of the Sixties was followed by the crisis of the Seventies, triggered by a slack economic situation, strikes and intensified regulations on the U.S. market. A big tractor transaction agreed with the Bolivian government failed at the last moment in 1972.

To support his agricultural machinery company, Ferruccio Lamborghini sold 51 per cent of the shares in his car company to the Swiss national Georges Henri Rossetti. One year later, he sold off the remaining 49 per cent to René Leimer, a colleague of Rossetti. At roughly the same time, he lost confidence in the tractor business and sold it to the competing Italian SAME group, which continues to manage it up to the present day under the old brand name.

Lamborghini kept only the heating business as well as another newly formed company by the name of Oleodinamica, which produced hydraulic valves; he appointed his son Tonino as the manager of this company. The patriarch retired to a 32-hectare estate by the name of La Fiorita, which he had purchased in 1971. He led the life of a prosperous winegrower in Panicarola/Umbria near to the Trasimeno Lake and set up a small private museum.

Ferruccio Lamborghini, who all his life had always felt most at ease in casual clothing, returned to his roots. He planted the traditional grape types Sangiovese, Gamay, Cilieggiolo, Merlot and Cabernet Sauvignon. His red wine came onto the market with the name "Colli di Trasimeno", however, it quickly acquired the colloquial name "Sangue Di Miura", Miura's blood. Lamborghini's wines have received many awards. They are well established in the international high-end segment due to their exceptional quality.

Ferruccio Lamborghini, who was awarded the title "Commendatore" and knighted "Cavaliere del lavoro" (knight of work), died of a heart attack on 20 February 1993. He is buried in his hometown Renazzo. A Lamborghini tractor pulled the carriage with his coffin. Today his daughter Patrizia manages the wine-growing estate and the neighboring golf course. His son Tonino manages a corporate group in the fashion, lifestyle, design and semi-luxury goods sector.

The Lamborghini models of today

Its blend of cutting-edge technology and its exacting standards of craftsmanship have allowed Lamborghini to attain a unique place in the world of luxury automobile producers. Thanks to ultra-modern design and development processes, a production system with one of the most advanced



assembly lines in the sector, and a quality management system that is unwaveringly consistent with its company philosophy, Automobili Lamborghini has set a new benchmark for the industry.

To be ranked among the world's top luxury brands, a company must have a set of values founded on a high degree of exclusivity, a brand history that is rich in tradition, high standards of craftsmanship, and a product that is strong and unique in nature.

A brand's origins are also important, and Lamborghini comes from Emilia Romagna's so-called "Motor Valley". Another factor of crucial importance for Lamborghini, as an automotive industry luxury brand, is innovation. Every model that the company produces is proof of its position at the peak of technological progress: the Aventador S's carbon fiber composite monocoque and the Huracán's new-concept hybrid chassis in aluminum and carbon fiber are true masterpieces of cutting-edge technology.

Today, the existing product range, which remains faithful to the brand's distinctive values - expressed by the keywords visionary, cutting-edge and pure - includes three model lines and their variations: **the V12 Aventador S, in Coupé and Roadster versions, and the V10 Huracán model, in all-wheel drive and rear-wheel drive versions and the Urus Super SUV.** The Aventador S and the Huracán continue the tradition of taking their names from celebrated bulls.

The **Aventador S**, which succeeds the Aventador (in turn the successor of the Murciélago), boasts a new aerodynamic design, a redesigned suspension system, greater power and a completely reinvented driving dynamic. "S" is the suffix used for the improved versions of pre-existing Lamborghini models and it sets the new standard for the V12 Lamborghini Aventador. Introduced in December 2016, this variation is characterized by new active suspension, an innovative four-wheel steering system, and a new EGO driving mode that allows the driver to choose between different customizable configuration profiles based on personal preferences for traction, steering and suspension. The Lamborghini Aventador S sports a 6.5-liter, 12-cylinder aspirated engine with an output of 40 HP more than the previous model, for a maximum power output of 740 HP. It leaps from 0 to 100 km/h in 2.9 seconds and can reach a top speed of 350 km/h.

The Aventador S is also available in the **Roadster** version. The Aventador S Roadster is the only super sports roadster with a V12 engine in the rear center position boasting industry-leading performance: 740 HP V12 aspirated engine, acceleration from 0 to 100 km/h in 3.0 seconds and top speed of 350 km/h. It boasts technology combined with aerodynamic design and optimizes the open-air driving experience for driver and passenger.

In August 2018, Lamborghini presented the **Aventador SVJ**, the pinnacle of Lamborghini's V12 super sports cars. SV historically stands for Superveloce, meaning 'superfast'. The additional 'Jota'



suffix emphasizes the track and performance orientation of the Aventador SVJ. In fact, it has already claimed its position as the Nürburgring-Nordschleife production car record holder, completing the 20.6 km lap in just 6:44.97 minutes. The lap record is living proof of its benchmarking performance.

With its optimized power plant making it the most powerful series production V12-engined car produced to date by Lamborghini, the SVJ features an increase in power to 770 HP. The SVJ outputs 720 Nm of torque at 6,750 rpm, while a dry weight of just 1,525 kg gives the SVJ a weight-to-power ratio of 1.98 kg/hp. The SVJ accelerates from standing to 100 km/h in 2.8 seconds and from 0 to 200 km/h in 8.6 seconds. A top speed of more than 350 km/h is complemented by a braking distance of 100 km/h to 0 in 30 meters.

Production is limited to 900 units. A special edition, named SVJ 63, pays homage to Lamborghini's founding year of 1963: produced in a unique configuration, it includes the extensive use of carbon fiber and is made in an additional limited number of just 63.

The **Aventador SVJ Roadster** made its worldwide premiere at the Geneva Motor Show, and the roadster is no less a futuristic, driver's car. Benchmark performance comes from the most powerful series production V12-engined car produced to date by Lamborghini, outputting 770 HP (566 kW) at maximum 8,500 rpm. The SVJ Roadster delivers 720 Nm of torque at 6,750 rpm, with a weight-to-power ratio of 2.05 kg/hp. The SVJ accelerates from standing to 100 km/h in 2.9 seconds and from 0 to 200 km/h in 8.8 seconds. A top speed of more than 350 km/h is complemented by a braking distance of 100 km/h to 0 in 31 meters.

With only 800 units produced, the Aventador SVJ Roadster sports the Aventador SVJ's design purity, inspired by super-fast, super-athletic, aeronautical references such as space ships and jet fighters as well as race motorbikes. The Roadster's lines, with roof on or off, clearly identify its aerodynamic design and superiority, delivered by the latest 2.0 version of ALA: Aerodinamica Lamborghini Attiva, Lamborghini's patented system which varies aero load to achieve high downforce or low drag, depending on dynamic conditions using electronically-actuated motors positioned in the front splitter and the rear wing.

The Huracán, presented at the Geneva Motor Show in 2014, is the successor of the Gallardo, the most successful model in the brand's history with 14,022 sold over ten years (from 2003 to 2013). With its pure design, breathtaking performance, and a level of quality that achieves absolute excellence, the Huracán guarantees a dynamic experience that is second to none. It combines high standards of performance with a character that is perfectly suited to daily use thanks to an array



of innovative technologies that work together in a perfectly integrated fashion. With a weight-to-power ratio of just 2.33 kilograms per HP, the Huracán is capable of extraordinary performance. Maximum speed is over 325 km/h and it accelerates from 0 to 100 km/h in 3.2 seconds and from 0 to 200 km/h in 9.9 seconds.

In 2019, the new **Huracán EVO** was introduced, featuring a new design with new aerodynamics and the V10 engine from the Huracán Performante. It is the first Lamborghini with predictive logic on vehicle dynamics control: Lamborghini Dinamica Veicolo Attiva (LDVI).

In 2019, the Geneva Motor Show saw the unveiling of the **Spyder version of the Huracán EVO** that delivers 640 HP (470 kW) at 8,000 rpm and 600 Nm of torque at 6,500 rpm. With a dry weight of 1,542 kg, the car achieves a weight-to-power ratio of 2.41 kg/hp and is able to go from 0 to 100 km/h in 3.1 seconds and reach a top speed of 325 km/h.

Automobili Lamborghini started 2020 announcing **the Huracán EVO Rear-Wheel Drive (RWD)**: a visceral driving machine, delivering 610 HP (449 kW) of power at 8,000 rpm and 560 Nm of torque at 6,500 rpm to a lightweight car with rear-wheel drive and dynamic steering for maximum driving fun. Weighing just 1,389 kg, the Huracán EVO RWD has a top speed of 325 km/h and accelerates from 0 to 100 km/h in 3.3 seconds. Despite its top-figure capabilities, the Huracán EVO RWD is not focused on straight-line speeds or lap records: with a unique new design, the Huracán EVO RWD proclaims its designation as an instinctive driver's car.

In May 2020, Automobili Lamborghini revealed the new **Huracán EVO Rear-Wheel Drive Spyder** virtually, using Augmented Reality (AR) for the first time, on its official website [lamborghini.com](https://www.lamborghini.com). The new V10 model provides drivers with an open-air celebration of lightweight engineering, with rear-wheel drive and a specially tuned Performance Traction Control System (P-TCS). Roof up or down, daily driving and high-performance fun are accompanied by the inimitable sound of the V10 aspirated power plant, delivering the same 610 HP (449 kW) and 560 Nm of torque as the coupé version. With a 0-100 km/h acceleration of just 3.5 seconds and a top speed of 324 km/h, like its coupé stablemate the Spyder is an instinctive driver's car, delivering a fun-to-drive experience via hardware rather than software.

In November 2020, Automobili Lamborghini virtually launched the Lamborghini **Huracán STO - Super Trofeo Omologata**: a road-homologated super sports car inspired by the racing heritage of Lamborghini Squadra Corse's one-make race series with Huracán Super Trofeo EVO, as well as its three-time 24 Hours of Daytona-winning and two-time 12 Hours of Sebring-winning Huracán GT3 EVO. With its V10 naturally aspirated 640 HP (470 kW) power plant producing 565 Nm at 6,500



rpm, the rear-wheel drive Huracán STO delivers exhilarating acceleration of 0-100 km/h in 3.0 seconds, 0-200 km/h in 9.0 seconds and a top speed of 310 km/h. However, its heart beats with the exhilaration and emotion of a racecar. Superior aerodynamic efficiency, extensive use of lightweight materials, unfettered steering and first-class braking performance, ensure the Huracán STO delivers the emotion of a track experience on every road drive. Every aspect of the Huracán STO draws on the aerodynamic efficiency and lightweight technologies demanded in motorsports. The Huracán STO embodies the principle that Lamborghini design always follows function: even more valid for a street-homologated car inspired by a racecar. The Huracán STO is the result of the collaboration between Lamborghini's R&D, Squadra Corse and Centro Stile departments, with every line and every feature aesthetically outstanding while optimized to ensure the best driving performance.

The Urus, the first Super SUV presented at the end of 2017, is the third model in Lamborghini's product range, creating a new niche in the luxury segment with benchmarking power, performance and driving dynamics, unparalleled design, luxury and daily usability. The Lamborghini Urus is as much a luxury SUV as the most powerful one, with a super sports car dynamism to be enjoyed by both driver and passengers. Its low-line coupé styling and commanding road position belie the very comfortable ride, higher ground clearance, and luxurious space within, together with the latest technologies. The Urus provides easy driving in the city, maximum comfort during long journeys, thrilling super sports car dynamics on the road and track, and versatile off-road abilities in a range of environments.

The Urus features a 4.0-liter V8 twin-turbo engine, and with 162.7 hp/l, the Urus claims one of the highest specific power outputs in its class and the best weight-to-power ratio at 3.38 kg/hp. It accelerates from 0-100 km/h in 3.6 seconds, 0-200 km/h in 12.8 seconds and with a top speed of 305 km/h it is the fastest SUV available.

The Urus is undoubtedly a Lamborghini, taking cues from the LM002 as well as the super sports cars that are fundamental to Lamborghini heritage: the Urus has outstanding proportions, adopting the two-thirds body, one-third window ratio of Lamborghini super sports cars. As has long been the tradition at Lamborghini, the name Urus is derived from the world of bulls. The Urus, also known as Aurochs, is one of the large, wild ancestors of domestic cattle. The Spanish fighting bull, as bred for the past 500 years, is still very close to the Urus in its appearance. The introduction of this third model sees the company challenge the competition in a rapidly growing and hitherto unexplored segment, that of the luxury SUV.



The brand's customer base has expanded significantly, given that the new car attracts not only current Lamborghini customers, but also the owners of other SUV brands and new customers and their families. In fact, more than 70% of Urus customers are new to Lamborghini. Output distribution is well balanced among the three main regions of EMEA (Europe and the Middle East), America, and Asia Pacific, with the principal markets being the United States, China, the Middle East, Great Britain, Germany and Russia. In terms of volumes, sales of over 3,500 Lamborghini SUVs per year represent a doubling of the company's super sports car sales volumes.

This has had a significant impact on the size of the plant, with the building space doubling from 80,000 m² to 160,000 m². In terms of infrastructure, construction of a new production line, a new logistics center, and a test track have been completed, as well as enlargements of the research and development departments. Equally significant has been the impact on human resources. The company saw the hiring of 500 new people with open-ended contracts. Approximately 200 new hires were made for the new paint-shop by the time the plant reached full production capacity (2019), adding to 500 jobs created due to the third Lamborghini model.

At the 2019 Frankfurt Motor Show, Automobili Lamborghini unveiled **the Lamborghini Sián**: a hybrid super sports car delivering new technologies and unsurpassed performance in the hybrid sphere. The fastest Lamborghini of all time is realized in a new futuristic design; drawing on the brand's style DNA, but clearly a design for a new era. Taking the most iconic V12 Lamborghini power plant of today, the Sián is engineered around unique hybrid technologies, delivering the extraordinary emotion and exceptional dynamic performance of a naturally aspirated Lamborghini super sports car, while meeting a future demanding electrification. The Sián adopts the V12 as the pinnacle of today's Lamborghini engines and develops a new super sports car powertrain: a unique new hybrid system focuses on providing the highest power possible via the lightest solution.

A 48-volt e-motor, delivering 34 HP, has been incorporated into the gearbox to provide immediate response and improved performance: the first time in any low-voltage hybrid that a direct connection has been made between electric motor and wheels. The energy accumulation technology is a world first. Rather than a lithium-ion battery, the Sián innovates supercapacitor application: a technology pioneered originally in the Lamborghini Aventador but dramatically developed to store ten times the power. It is three times more powerful than a battery of the same weight and three times lighter than a battery producing the same power. Located in the bulkhead between cockpit and engine it ensures perfect weight distribution. This advanced technology combines with the V12 engine, which incorporates titanium intake valves and is updated to 785 HP (577 kW) at 8,500 rpm: the highest output ever from a Lamborghini power plant. Combined with



the additional 34 HP from the hybrid system, the Sián delivers 819 hp (602 kW), and still produces the distinctly emotive resonance demanded from a Lamborghini engine. The Sián's weight-to-power ratio is better than that of the Aventador SVJ, achieved through extensive use of lightweight materials. The Sián reaches a top speed of over 350 km/h.

In July 2020, Automobili Lamborghini presented the Lamborghini Sián Roadster: a limited edition, open-top hybrid super sports car engineered around Lamborghini's iconic V12 engine, with unique hybrid technologies and delivering unsurpassed performance, in line with Lamborghini tradition. Produced in only 19 units, all already sold, the Sián Roadster boasts one of the most spectacular cockpits ever and resonates with the inimitable V12 sound from the most powerful Lamborghini engine to date. The Lamborghini Sián Roadster asserts the futuristic design of the coupé, but as a true roadster adds a new purity with the open-air cabin. The aerial view of the Sián Roadster is evocative of the iconic periscopio line inspired by the first Countach, running diagonally from the cockpit to the rear and culminating in the aerodynamic airstreamers behind driver and passenger. The pure and uncluttered Sián design is a clear statement of the car's optimized aerodynamic efficiency and technological prowess: airflow is directed through the front splitters and through the front bonnet, through the side air intakes and outlets and over the rear spoiler, with no loss of aerodynamic efficiency from the roadster's roofless design. Active cooling vanes on the rear use unique materials-science technology patented by Lamborghini: operation of the vanes is triggered by the reaction of smart-material elements to the temperature generated by the exhaust system, causing them to rotate and providing an elegant and lightweight cooling system. The Sián Roadster accelerates from 0 to 100 km/h in less than 2.9 seconds. The improvement in elasticity maneuvers is even more evident, for example traction force is improved by up to 10% in third gear.

At the end of the same month, Automobili Lamborghini also unveiled the Essenza SCV12, the 40-unit limited edition track hypercar designed by Lamborghini Squadra Corse and engineered by the Lamborghini Centro Stile. A direct descendant of cars such as the Miura Jota and Diablo GTR, the Essenza SCV12 is equipped with the most powerful naturally aspirated 12-cylinder engine ever developed by Lamborghini, combined with aerodynamics inspired by racing prototypes and unprecedented technical solutions designed for an absolute driving experience.

With a weight-to-power ratio of 1.66 kg/CV, thanks to the unprecedented monocoque chassis in carbon fiber, and not combined with a steel roll cage, the Essenza SCV12 is the first GT designed to meet the safety standards of the FIA regulations for prototypes, ensuring a level of efficiency and downforce of 1,200 kg at 250 km/h.



2020 ended with the launch of the SC20, a unique open-top track car homologated for road use. The SC20 is the first open one-off designed by the motorsport department and styled by the Centro Stile following the wishes of the customer, who was involved in the project since the first drawings by Lamborghini designers.

The carbon fiber bodywork is designed by Lamborghini aerodynamicists and hand-smoothed to optimally channel airflow, allowing a comfortable ride even at high speeds. The pronounced front splitter is framed by two fins and the air intakes on the bonnet are inspired by those of the Huracán GT3 Evo, while the sculpted flanks echo the solutions adopted on the Essenza SCV12.

The powertrain is at the top of Lamborghini's engine range, the 6,498 cc naturally aspirated V12 that delivers 770HP at 8,500 rpm and develops 720 Nm of torque at 6,750 rpm, to be handled through the optimized seven-speed ISR (Independent Shifting Rod) gearbox. The power is discharged to the ground by the four-wheel drive system with electronic center differential; Pirelli PZero Corsa tires are mounted on 20-inch front and 21-inch rear aluminum single-die rims.

Commercial results 2020 and main markets

In the 2020 business year (January 1 - December 31), marked by the worldwide spread of the pandemic, Automobili Lamborghini responded with enormous energy and determination. The company delivered 7,430 cars worldwide in 2020, a decrease of only 9% compared to the previous year. The slight drop is clearly attributable to the 70-day production shutdown in the spring, in compliance with Italian government directives and to protect the health of workers during the first emergency phase. In contrast, the second six months saw record sales figures, resulting in the best second half-year in the company's history.

In detail, the United States was confirmed as the top market with 2,224 cars, followed by Germany (607), mainland China, Hong Kong and Macau (604), Japan (600), the United Kingdom (517) and Italy (347). The two countries with the highest growth were South Korea (303 units, + 75%) and Germany (607 units, +8%). The Urus SUV, which just last year set a production record of 10,000 units, was the most successful model, with 4,391 cars delivered. Both super sports car lines made a significant contribution to global volumes: the V10 Huracán recorded growing numbers with 2,193 cars sold (+3%), alongside 846 V12 Aventador units delivered worldwide.



Record Growth on Social Media

With the pandemic prompting the acceleration of digital channels, Lamborghini reinforced its social media strategy and recorded steady growth throughout 2020. Instagram is the company's most successful social network: in just one year, the number of followers has grown from 23 to 29 million, a figure that places it at the top of the most popular super sports car brands' ranking on Instagram.

On Facebook Lamborghini has 12.9 million fans, and on YouTube the numbers have grown from 1.1 million to the current 1.6 million subscribers. In addition, in November Lamborghini was the first company in the luxury super sports car sector to establish its own official profile, @lamborghiniofficial, on TikTok, the platform for creating and sharing short videos from mobile devices, a favorite of Generation Z and Millennials. In just under two months, the profile reached over 131,000 followers.

Automobili Lamborghini: Employees

Over the last several years, Lamborghini has experienced a period of great expansion of its workforce to cater for the Urus project and the doubling of production volumes.

At the end of 2020, Lamborghini had a workforce of 1,813 people, with 820 direct and 993 indirect employees, a 10% increase compared to the previous year and 70% over the last five years. The company has recruited approximately 1200 new employees over the last five years to support the Urus project.

For the eighth year running, Automobili Lamborghini has received the prestigious "Top Employer Italia 2021" award from the Top Employers Institute, a global certification body for companies that achieve the highest quality standards in their human resource management policies.

This award once again acknowledges Lamborghini's efforts to promote a corporate culture revolving around the centrality of its people, digital development, tools for greater flexibility and for income support, and actions for greater social responsibility.

Several projects were ongoing in 2020. Alongside the innovative projects already launched to promote diversity, inclusion, equal parenting rights, and equal pay for men and women for equal qualifications and duties, the company embarked upon several new programs in 2020 supported by union representatives to offer a tangible response to the emergency caused by the spread of COVID-19.



Significant investments in digital technology were put in place, implementing a program designed to help strengthen company-employee relations and guarantee the continuity of training during the lockdown. The digital initiative “Fermarsi e Formarsi” - Stop and Train - offered tips and advice on making the best use of time spent in quarantine. To support the psychological and physical wellbeing of employees, Lamborghini offered free training courses and ideas to promote personal well-being and led to webinars with panels of experts. The company also implemented the construction of the “Lamborghini Learning Place” e-learning platform, a virtual space focusing on developing skills. Inclusion has always been the backbone of the corporate culture at Lamborghini and led to the development of courses with simultaneous translation into Italian Sign Language so that hearing-impaired colleagues also feel involved. Along with these ideas, an APP was developed and launched for Lamborghini employees, produced as a result of their direct contribution, with the aim of achieving an increasingly inclusive approach and taking in all areas of the company. Today, digital ecosystems mean people can be close even when they are socially distancing. For Lamborghini, they also meant there was no need for the company’s fitness program - LamboFIT - to be abandoned, which was adapted to become a streaming format catering for all needs.

As regards Work-Life Integration, various tools were put in place to offer greater flexibility and support the income of employees and the organization of the workload. Non-stop dialog with social partners, running in parallel with the efforts of the Joint Committee handling the COVID-19 emergency, resulted in a much stronger focus on working-from-home, the Results Bonus being paid earlier than usual, and access to benefits worth up to 80% of pay for days taken off because of COVID, as well as seven extra days. Staff were allowed to take 80 extra holiday hours that they can make up later, and were given the option of converting part of their Year-End Bonus into paid leave. The Hours Solidarity Bank was launched in support of employees facing more severe hardship, and special attention was given to temporary workers by extending their contracts for up to six months in order to neutralize the effects of the lockdown.

During the temporary suspension of the company’s operations for 70 days last spring, the company launched several important projects for enhanced social responsibility, such as converting some of its production departments to make medical facemasks and visors for St. Orsola Hospital in Bologna, and working with SIARE Engineering International Group to co-engineer and manufacture breathing simulators.

Added to this are important partnerships with schools and universities, including MIT (Massachusetts Institute of Technology) in Boston and Fondazione Bologna Business School. Another significant initiative is the DESI project (Dual Education System Italy), an educational program inspired by the German dual model that combines theory taught in the classroom with



hands-on training in the company. Lamborghini also supports MUNER (Motorvehicle University of Emilia-Romagna), a hub for high-level training in collaboration with the leading automotive industries based in the area and important universities in the region. It is a founding partner of ITS Maker, the Higher Institute of Mechanics, Mechatronics, Automotive and Packaging of Emilia-Romagna, which organizes two-year training courses for high school graduates.

Lamborghini and Environmental Sustainability

Lamborghini pursues a specific business strategy that is characterized by a vision of corporate ethical responsibility. The company's goal is to create value by acting responsibly towards the world in which it operates, thereby contributing to sustainable development of the economy and the society while placing a consistent focus on the environment.

In this regard, Lamborghini has carried out numerous environmental sustainability programs. The company also adheres to the United Nations Sustainable Development Goals (SDG) as important guidelines to follow in order to give everyone the possibility to live in an evolved and sustainable world from an environmental, social and economic perspective.

The environmental policy of Automobili Lamborghini takes into account every aspect of operating a business within a community, and such commitment has made it the first and so far only Italian 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. This important accreditation was awarded in July 2009, just a few months after the company achieved ISO 14001 certification, thereby meeting the international requirements for environmental management.

- In early 2010, the company installed a **large photovoltaic system** covering a surface of 15,000 square meters. In total, this system ensures a reduction in CO₂ emissions of about 1,000 tons per year. It is one of the largest photovoltaic systems in all the industrial landscape of Emilia-Romagna.
- In 2011, the company launched the “**Lamborghini Park**”, a pioneering environmental initiative developed in collaboration with the Sant’Agata Bolognese community and the universities of Bologna, Bolzano and Munich. The project called for the planting of 10,000 oak trees. Its goal was to better understand the relations between tree density, forest productivity and the ability to absorb CO₂ emissions and maintain biodiversity based on the climate.



- In 2012, Automobili Lamborghini **opened its new building dedicated to developing prototypes and pre-series vehicles**. Designed in partnership with the Prospazio engineering firm, the new multi-level facility was conceived specifically to obtain a Class-A energy rating, and was the first industrial building in Italy to incorporate these characteristics.
- In July 2015, Automobili Lamborghini introduced its **new trigeneration and district heating systems**, two of the most significant projects undertaken by the Sant'Agata Bolognese company to obtain the **"CO₂ neutral" certification for its entire plant**. This certification, within the framework of the "Carbon Neutrality" program, is the first in the world issued to a company by DNV GL (Det Norske Veritas Germanischer Lloyd), one of the world's leading firms for the classification, assessment and management of environmental risk. Automobili Lamborghini achieved this important goal in 2015 by reducing and compensating CO₂ emissions associated with energy usage throughout its production site. The two trigeneration plants, located inside the Sant'Agata Bolognese factory, utilize methane to produce electricity, as well as for heating and cooling.

The systems boast 2.4 MW of installed capacity and generate approximately 20,000 MWh per year. The amount of energy produced would be sufficient, for example, to meet the entire yearly demands of all homes in Sant'Agata. Savings in terms of emissions total approximately 1,640 tons of CO₂ per year. The company also plans to convert both plants to Biogas, so as to further reduce CO₂ emissions to 11,400 tons every year.

- Automobili Lamborghini is also the first automotive company in Italy to use a **district heating system**. This system distributes hot water throughout the factory from a biogas-fueled cogeneration plant located about six kilometers away, through a network of underground pipes. Lamborghini chose to use the energy generated by a cogeneration plant that would otherwise have been lost. Savings in terms of emissions will total approximately 1,800 tons of CO₂ every year.
- In April 2016, Automobili Lamborghini decided to enrich its park with an apiary in order to begin **Environmental Bio-Monitoring involving bees**. The environmental bio-monitoring station comprises three of the 12 beehives that are used for the production of honey. The components of the beehive (honey, pollen, wax, propolis, the bees themselves) can be analyzed to reveal a wide range of environmental pollutants: from pesticides used in



agriculture and in urban and private green spaces to heavy metals, radionuclides, aromatic compounds and dioxins. The three-kilometer average foraging radius around the apiary also covers the plant and the entire town of Sant'Agata Bolognese. In addition to serving its environmental protection functions and monitoring pollution in the area surrounding the Sant'Agata Bolognese production site, the project is also used for the production of certified Lamborghini-brand honey that is distributed every year to the company's employees.

- In 2017 Lamborghini opened its new office building, **Torre 1963**. The new building received a record score for Italy of 92 points in the **LEED (Leadership in Energy and Environmental Design) Platinum certification**, the world's most authoritative certification program for environmentally sustainable buildings. It is the first office building within a manufacturing site in Italy to receive this certification, which is awarded to "green" facilities that combine innovation and sustainability.
- In 2018, the Sant'Agata factory was doubled in size from 80,000 to 160,000 square meters for the launch of the Urus project. The new production site includes a new assembly line dedicated entirely to Urus, a new finishing department for all Lamborghini models, the new office building with LEED Platinum certification, a new test track with thirteen different terrains specifically for SUVs, a new logistics warehouse, a second trigeneration plant, and the new energy hub for the centralized production of all energy vectors serving the site. The new buildings are all rated "A" by the Emilia Romagna regional energy classification board. The outer structure of the building window surface was designed to achieve the highest possible energy performance using a very high-performance polycarbonate facade system. All lighting, including for industrial areas, uses ultra-efficient LED lights. **The expansion was carried out fully in keeping with the company's focus on environmental sustainability: even after its transformation, the entire production plant in Sant'Agata Bolognese has maintained the carbon neutral certification obtained in 2015.**
- **The new Urus paint shop**, launched in 2019, once again reaffirmed Lamborghini's commitment to environmental sustainability. The verticalization of the new plant enabled a significant 30% reduction in footprint compared to a similar-output painting facility. The building has a **Class A** rating, features perfect insulation, and is equipped with next-generation LED lighting.



95% of the colors used are water-based. Solvent emissions are extremely low, thanks to an afterburner that can recover heat and reuse it to heat the ovens of the painting line. This technology provides a 25% reduction in energy consumption.

Moreover, the cutting-edge technologies of the air-misting systems provide superior efficiency in terms of paint consumption. 80% of the paint is actually applied on the vehicles' bodywork, compared to about half that figure in standard systems.

Finally, E-Cube technology makes it possible to capture the overspray during the painting process, thereby reducing water consumption for air filtration to zero.

- Starting in 2019, the **company cafeteria** became 100% **plastic-free**.

Lamborghini Centro Stile

The Lamborghini Centro Stile is the company's center for style and highly functional design, established in 2004 at its historic headquarters in Sant'Agata Bolognese. This 'atelier' of creative professionals and designers translates the philosophy and spirit of the brand into a distinctive design language.

The Centro Stile (design center) is directed by **Mitja Borkert**, German and aged 42. He attended the Design University of Pforzheim where he graduated in Transportation Design. In 1999, he began work at Style Porsche, in Weissach, holding various positions, including General Manager Advanced Design until 2014, when he was appointed Director of Exterior Design. He contributed to the development of several Porsche models (Panamera Sport Turismo, Porsche Boxster 987 facelift, Cayenne, Macan, Mission E).

Mitja Borkert coordinates a team of young designers from all over the world, who work in close collaboration with the neighboring technical department being directly linked to the Lamborghini research and development departments, guaranteeing that ideas are swiftly put into practice.

Lamborghini's design philosophy is consistent with the principle of "form follows function. Every single curve and detail of a Lamborghini must serve a specific purpose in the interests of speed, dynamism and performance. Lamborghini's design language, in keeping with this philosophy, is characterized by an essential style and a purist approach.

The Lamborghini super sports car production plant: Huracán and Aventador

Modern automotive manufacturing principles, founded on the concepts of lean production and quality management, were initially developed for large-scale mass producers, who until now have



been practically the only ones to employ them. With the Lamborghini production system, the company has taken some of the fundamental aspects of those concepts and adapted them to suit small-scale and highly exclusive automobile manufacturing, creating one of the most modern production plants in the world. Here, through a combination of the finest standards of craftsmanship, plant equipment that employs high-precision technologies, and the contribution of its highly qualified and motivated personnel, Lamborghini produces stunning super sports cars.

The Lamborghini Aventador S assembly line moves through 12 different workstations, where specialized teams perform the various assembly operations within production-time cycles of approximately 150 minutes, with a daily production of three cars per day. The construction of the Huracán line, meanwhile, takes place at 22 different stations, with a time of approximately 42 minutes to complete the whole assembly cycle, with daily production of about 11 cars per day.

The engine assembly line produces the engines for the Aventador and derivatives (Sián and Essenza SCV12) and is organized in six workstations, where the completely manual assembly of the power trains is carried out. Daily production currently stands at three V12 engines. Each engine then undergoes 100 minutes of hot functional testing on the engine test bench. After leaving production, the entire vehicle goes to the test bench to perform the commissioning and functional check of its systems in about one hour. Then each car is handed over to a test driver for meticulous testing during an 80-kilometer test drive on the road.

Upholstery Department

In the upholstery department, the seats and interiors of the Aventador and derivatives (Sián and SCV12) are produced according to specific customer requirements. Even the first stages of production require a great deal of experience in the use of upholstery materials, particularly leather. Even though the leathers come from the best manufacturers in Europe, in order to ensure perfect quality, they are once again subjected to meticulous checks for imperfections that would escape the untrained eye. This is one of the most delicate phases of the entire upholstery process. Then the leather and upholstery materials are cut, processed and sewn together. Only in the last phase are the sewn components saddled onto rigid supports to make up the interiors of the cars.

The entire process is carried out manually by experienced operators who are thoroughly trained in the operations of leather processing, stitching and upholstery. The whole upholstery process takes about five days, producing three complete interiors per day.



The Urus Factory: Manifattura Lamborghini

The new Urus brought a substantial expansion of the company's production site, doubling it from 80,000 to 160,000 square meters.

The new production facility in Sant'Agata Bolognese houses a new assembly line dedicated entirely to Urus, the new finishing department for all Lamborghini models, and the new office building with LEED Platinum certification, the highest standard in the world for energy and environmental certification in building design and construction. A new test track has also been built with thirteen different surfaces specific to SUVs, as well as a new logistics warehouse, a second trigeneration power plant, and the new energy hub for centralized production of all the energy carriers.

The creation of new buildings and the installation of innovative technologies involved more than 600 enterprises working on the project with 3,600 external workers.

The factory expansion was completed in a record time of just 18 months, during which the company operated at full production capacity, also marking the sales record in 2016 (+7% over the previous year).

The project was achieved without neglecting Lamborghini's commitment to environmental sustainability: the entire production facility in Sant'Agata Bolognese maintains the carbon neutral certification obtained in 2015.

The new assembly line dedicated entirely to the Urus Super SUV is called Manifattura Lamborghini and is characterized by the use of the Industry 4.0 model, which integrates new production technologies to support workers in assembly activities.

The Company expresses this approach as Manifattura Lamborghini, which is characterized by four basic principles:

- **Craftsmanship:** preserving and optimizing craftsmanship with the integration of innovative technologies, increasing the potential for product customization on one hand, and guaranteeing the highest quality standards on the other.
- **Competencies and specialization:** digitalization enables workers, via touchscreen devices, to access production information made available by easily consulted interconnected systems.
- **Production process:** Automatic Guided Vehicles (AGVs) are used as vehicle and material transport systems. Thanks to this system, the flexibility of the building layout is maintained.



- Ergonomics and safety: collaborative robots assist the workers to improve ergonomics and for repetitive operations that require high quality, such as window gluing, under-body screwing, and wheel assembly.

The Urus line has 24 production stations where different teams of specialized workers meet the 35.5 minute assembly cycle time, producing 22.5 cars per day. The use of state-of-the-art systems ensures that even the most complex processes are always carried out with the same level of perfection. The components required for each work step and type of car are made available in the right order on special trolleys. A touchscreen system describes the individual operations to be carried out, displays vehicle-specific information, provides checklists and saves them. The tools, too, are designed to be error-free and provide maximum precision. The electric screwdrivers, for example, only allow tools and specific operations to be used in the predefined order; they are also programmed to deliver the correct torque for each screw and memorize the most important operations. At the heart of the assembly plants is the Lamborghini Lean Laboratory, which is responsible for continuously recording and perfecting the individual operating phases of the Lamborghini production system, as well as for training the employees.

The new Lamborghini paint shop for Urus

In 2019 Automobili Lamborghini inaugurated its new paint shop for the Super SUV Urus in Sant'Agata Bolognese.

This cutting-edge plant is inspired by Lamborghini's Factory 4.0 model in combining craftsmanship and digitalization and is the first in the world to integrate new frontiers of artificial intelligence. Its new modular structure offers greater flexibility in the process and consequently a range of color personalization never seen before.

The concept for creating a technologically advanced paint shop at the production site came from the company's desire to preserve, according to the maximum quality standards, a key process of the overall production phase that is particularly complex. This complexity derives from the high level of personalization in the color choices offered to customers thanks to the Ad Personam program, the crucial component of specialist craftsmanship required by the process, and the aesthetic impact of the entire painting process on the finished car.

The facility features technologically advanced systems with low environmental impact and workers with highly specialized skills. Like the Urus Super SUV assembly line, the new paint shop is characterized by the use and further evolution of the Factory 4.0 model, which integrates new



production technologies to support the workers in the assembly process. Manifattura Lamborghini thus reaches a new level of development in a manufacturing model characterized by modularity, flexibility, and the maximum personalization.

With the new paint shop, Lamborghini can offer its customers infinite color options. The colors are divided into four types: standard, special, matte and Ad Personam. Through the Ad Personam program, customers can not only choose to personalize their car with the colors and graphics they prefer, but can also create their own unique special color, like in a true work of art.

Lamborghini: leader in the field of carbon-fiber composite materials

Lamborghini's strategy for the design and development of its products is based on using abundant amounts of lightweight carbon fiber materials, an essential prerequisite for giving its super sports cars their extremely dynamic performance together with reduced emissions.

Automobili Lamborghini's exploration of composites started in 1983 when the first composites department was set up at Sant'Agata Bolognese. This coincided with the arrival of expertise from Seattle, gained from the first carbon fiber and Kevlar components of the Boeing 767. The first prototype of a carbon fiber chassis was built in 1983 for the Lamborghini Countach Evoluzione, an absolute first for a road car.

However, in 2007 there was an important turning point in the history of composites at Lamborghini: the start of a close collaboration with the University Of Washington (UW), and the transfer of some fundamental aspects for the development of RTM out-of-autoclave technology, which would eventually be the basis for the monocoque of the future Aventador.

The following year, the first collaboration agreement was signed with Boeing to study the crash behavior of composite materials and the Aventador's monocoque.

For the first time in the automotive industry, Lamborghini started to implement technologies, processes, simulation and characterization methods from the aeronautics and aerospace industries.

In 2007, a division was set up based in the Research and Development Center, now called the Composites Development Center, to focus on research into innovative materials and the development of new concepts and technologies for application to carbon fiber.

As a result of its collaboration with Boeing and Callaway, Lamborghini developed its Forged Composite® technology in February 2010, leading to the idea for the Sesto Elemento vehicle in



the space of just a few days. The team of engineers at Sant'Agata had the job of transforming innovations in composites from the aeronautics and aerospace industries into something that could be applied to the automotive sector, and this ultimately led to a specific patent.

2011 marked the start of the repair strategy, the result of a new collaboration with Boeing. It led to the creation of a process for repairing composite structures in the Automotive sector and was certified by TÜV. No one in the automotive industry had ever achieved this before.

An unusual element in Lamborghini's customer care, as far as its carbon fiber components are concerned, are its "flying doctors". They are a team of highly qualified specialist technicians who assure the best care possible of a damaged Aventador. These "flying doctors" are there to support the Lamborghini service centers on the ground by assessing the damage and then undertaking the repair work on the carbon fiber structure themselves. Lamborghini's promise is to guarantee that the technical performance of the repaired part will be 100% identical to the original part. The repair center was set up at Sant'Agata Bolognese for training and applications not only in relation to customer vehicles but also for developments on prototypes and special series.

In 2010, a dedicated plant was built at Sant'Agata where alternating phases of automated production and careful craftsmanship come together to produce the innovative monocoque and the complete chassis of the Aventador, guaranteeing product expectations from the point of view of quality and quantity.

Most of the parts making up the monocoque are produced using Lamborghini's patented RTM-Lambo technology. This process eliminates the need for manual lamination and autoclaves, but at the same time enables the use of carbon fiber molds, reducing production times and making RTM-Lambo a decidedly cutting-edge manufacturing technology.

Today, Lamborghini is internationally known as the leader in carbon fiber in the automotive industry. The ongoing development of transformation technologies and research into the integration and modularity of composites is evident in all Lamborghini products. Carbon fiber is a fundamental material in Lamborghini cars, from main structural components, such as the monocoque of the Aventador, in functional components such as the ALA system (active aerodynamics system), the aesthetic parts for the vehicle's interior and exterior, to the aesthetic applications in the vehicle's interior replacing leather and Alcantara® with a flexible carbon fiber called Carbonskin®. Carbonskin® is another exclusive patent owned by Lamborghini and the only flexible product approved for use in the automotive industry. Lamborghini technologies are always those best suited for the application in question, offering the ideal balance of structural performance, aesthetics, production rate and costs.



As part of its environmental sustainability commitment, the research and projects undertaken by the engineers at Lamborghini, have led to the implementation of specific production technologies that reduce the consumption of energy and precious resources like water, and drastically reducing the amount of composite production waste. All waste is either reused for other applications, on the vehicle or put to some other use at the factory, such as paneling or trolleys. Anything that cannot be reused is collected and recycled to recover the fiber, which is then used to make new products in recycled carbon fiber. These may even be other vehicle parts with less demanding structural and aesthetic specifications, such as vehicle floor panels. The ultimate goal is to create genuine full-circle sustainability for carbon fiber supply chain.

Lamborghini and MIT in Boston

At the end of 2016, Automobili Lamborghini signed an agreement with the MIT-Italy Program at the Massachusetts Institute of Technology. With this agreement the two centers of excellence would work together to create a project that could write an important page in the future of super sports cars of the third millennium. This strategic cooperation would allow MIT students, faculty, and Lamborghini engineers to confront and engage in cutting-edge research topics of mutual interest, especially in the areas of new materials in the automotive field, through exchanges, collaborative projects and workshops that would lead to joint research on the chosen topics.

In November 2019, the collaboration agreement between Automobili Lamborghini and MIT brought a first important result that consisted in the patenting of an innovative synthesis material destined to serve as the technological basis for a new generation of supercapacitors.

The new material, synthesized in the laboratories of MIT's Department of Chemistry by Professor Mircea Dincă's team with the support of Automobili Lamborghini's concept development department, is based on the concept of Metal-Organic Framework (MOF). The molecular structure of this family of materials makes it an ideal candidate for the electrodes of future high-performance supercapacitors. The material in fact maximizes the specific surface area, i.e. the amount of surface area exposed to electrical charges in relation to the mass and volume of the sample. In particular, the declared objective of the research is to improve energy density, which the patent filed promises to increase by up to 100% compared to the technology currently on the market. The joint work is set to continue with further investigations into optimizing the material's properties and with the production of samples on ever-larger scales. On a broader level, this achievement fits into Automobili Lamborghini's electrification path undertaken in 2017 with the



Terzo Millennio, of which the Sián, unveiled at the 2019 Frankfurt Motor Show, represents the most recent piece.

Ad Personam program and the Ad Personam Studio

The Ad Personam program was born in 2006 and was developed in 2013 with the creation of a dedicated team. The aim of the Ad Personam team is to provide customers with a tailor-made consultancy service, guiding them in the choice of colors, materials, finishes and accessories in compliance with the stylistic criteria of the Lamborghini brand and consistent with strict quality and safety standards.

In 2016, at Automobili Lamborghini's headquarters in Sant'Agata Bolognese, the Ad Personam Studio was created; this is a space located inside the production heart of the company with a concept and furnishings inspired by creative spaces and design studios. The studio is designed to offer Lamborghini customers a unique experience: to be assisted by a specialist in all phases of the configuration of their future super sports car, from the choice of color to that of fittings and materials.

The configuration process together with the customer is preceded by the factory experience; a guided tour of the factory to see configuration examples of the Huracán, Aventador and Urus models. The customer is then welcomed into the Ad Personam Studio, with its sophisticated but minimalist feel, enriched by displays of leathers, colors, materials, seats and wheels, and an area dedicated to the digital simulation of possible options through an advanced car configurator. The space is completed by a lounge area and a display of the Lamborghini model ordered by the customer.

To respond to the rules of social distancing and mobility restrictions imposed by the pandemic, Automobili Lamborghini developed the Ad Personam Virtual Studio in 2020. This is a dedicated platform where, by reservation, dealers can provide customers with a personalized virtual experience. The customer, supported by Ad Personam product experts, can create and configure his own car, add unique details and select a wide range of optional extras. The Ad Personam Virtual Studio is a solution that shortens distances, making customers feel special with an emotional experience dedicated to them as if they were actually in Sant'Agata Bolognese. As far as the color range is concerned, in addition to the standard colors, there are more than 300 further customizable shades for Aventador and Huracán. The Urus is available as standard in 16 different colors, including pastel, metallic, pearl and now also matt, thanks to a dedicated paint line in the



factory. Ad Personam program offers a limitless color range for Lamborghini models. The latest addition to the Ad Personam Program is the Color Families, born of the collaboration between product marketing and the Lamborghini Centro Stile: SPORTS, CONTEMPORARY, ECLECTIC, CLASSIC and TECHNICAL are the color groups selected based on a set of elements, from how customers identify themselves to the most popular colors, through to market trends and megatrends.

Lamborghini Polo Storico

By creating Lamborghini Polo Storico in 2015, a center dedicated to Lamborghini's classic models as well as care and valorization of its historical heritage, the company not only immortalizes its precious knowledge, but also assures the controlled quality and integrity of Lamborghini classic cars all over the world. The Polo Storico's activity focuses on four key areas: restoration, archive management, certification, and the supply of original spare parts through the Lamborghini aftersales department and dealer network, with the aim of preserving historic cars' value.

This historical archive includes the documentation of historical Lamborghini car models, as well as technical schemes, body colors, leathers, images and several publications produced by the company. Lamborghini Polo Storico stores this documentation in a hard format, but it is also accessible in a digitalized version for all owners and fans of Lamborghini classic cars as well as for journalists, writers and researchers.

Another important pillar of the Lamborghini Polo Storico is its expanding heritage services. The Lamborghini customer can benefit from a unique service that allows him to preserve, maintain and restore his vehicle to its original features using exclusively original spare parts. The deep knowledge of the Lamborghini Polo Storico experts in combination with high quality standards allow a fully authentic and professional restoration. Not only the materials, but also the methods and processes of the restoration are as close as possible to the original. Thanks to original spare parts and the unique techniques applied, classic car owners can now use the resources of Automobili Lamborghini to put their classic car back on the road in the best possible condition and integrity.

Lamborghini Polo Storico is able to supply genuine spare parts for every Lamborghini classic car. Those spare parts either come from the company's rich stocks or are produced by Lamborghini's original and certified suppliers. Lamborghini boasts a spare parts warehouse that covers more than 70% of historic Lamborghini models and can also supply specific components on request.



If a special part is not available in stock it can be manufactured based on the original blueprints. This special service of Lamborghini Polo Storico allows the replacement of a classic Lamborghini car part without affecting its authenticity.

Furthermore, Lamborghini Polo Storico provides various certifications for Lamborghini classic cars. Customers can have the originality of the components of their historic car checked by a technical committee which, if compliant, will then issue the certificate. With this documentation, Lamborghini Polo Storico helps protect the value of Lamborghini classic cars and provides the market with vehicle authentication.

Lamborghini Polo Storico is composed of a two-tier committee, responsible for preserving the accuracy of official historical documentation and overseeing the verification of historic model production, manufacturing processes and specifications. The double committee system's first tier is Comitato dei Saggi, which defines the general guidelines and priorities to be respected, and amends and finally endorses proposals received from the second body, Comitati Tecnici.

The MUDETEC

The Lamborghini Museum, inaugurated in 2001 at the historic headquarters in Sant'Agata Bolognese, preserved the brand's rich heritage offering to visitors an authentic walk-through experience of the brand's history. In 2017, after a complete renovation, signed a record of more than 100,000 visitors from all over the world.

The Lamborghini Museum in Sant'Agata Bolognese was further restyled in 2019 with a technological emphasis. Thus the MUDETEC, the new Museum of Technology, was born, telling the story of over fifty years of innovation in the automotive world and beyond through the history and models of Lamborghini.

The new museum offers a unique and interactive experience where people can discover the technological secrets that have made Lamborghini a globally recognized center of excellence since 1963. On display are the masterpieces that best represent the revolutions created by the enormous and continuous investment in research and development. From the first cars of founder Ferruccio Lamborghini, the man who gave Lamborghini its Future Shaper character, such as the 350 GT, the Miura, the Countach and the LM002, to the most recent and exclusive cars such as the Asterion hybrid concept, the Centenario few-off and the Aventador SVJ Coupé, record holder at the Nurbürgring.



The discovery of each car is accompanied by interactive experiences with touch screens where it is possible to discover information, photos, original sketches and videos of each car on display.

The history of Lamborghini talks about mechanics, design and the processing of carbon fiber and Forged Composites®. The electronics world is moreover inspected with recent technologies implemented on the Huracán and Aventador such as the ALA active aerodynamics system, the predictive logic of the LDVI system, the innovative HMI user interface and the creation of Lamborghini's electrified super sports car in collaboration with globally recognized technological excellence.

A visit to MUDETEC is therefore a journey through past, present and future, complemented by a virtual driving experience on board the new simulator and tours of the V10 and V12 production lines and Factory 4.0, the birthplace of the Urus.

The Museum has also strengthened its commitment to educational activities with two new educational workshops aimed at schools: the Vehicle Design and Ergonomics Workshop where the focus is on dynamics, aerodynamics and the development of vehicle structures; and the workshop on Carbon fiber and its technologies, where the focus is on maximizing the weight/power ratio together with the Advanced Composite Research Center (ACRC), the internal materials research division.

The MUDETEC Museum also hosts temporary exhibitions, incentive visits dedicated to customers and employees, and private events outside visiting hours. The MUDETEC is a unique and evocative location where visitors can experience the Lamborghini myth merging history and innovation.

Lamborghini Squadra Corse

Squadra Corse is the motorsport department of Automobili Lamborghini. Established in 2013 within the research and development department, Squadra Corse offers an integrated approach to the brand's driving experiences, from driving courses with road cars to entering the world of customer racing, with the Lamborghini Super Trofeo single-brand series and GT category competitions.

Esperienza is the first step for those wishing to approach the world of Lamborghini: the aim is to introduce the Lamborghini passion for super sports cars to enthusiasts and potential customers through advanced driving courses. Esperienza Dinamica is divided into five different programs, to tackle any surface: Racing, Snow, Sand, Road, Off-road. Esperienza Accademia is the driving school that offers advanced driving courses, not only on track but also on ice, to improve one's driving skills.



The Lamborghini Super Trofeo is the one-make championship reserved for the Huracán Super Trofeo EVO, the racing version of the road model, equipped with the same 5.2-litre naturally aspirated V10 engine. The championship, inaugurated in 2009, is run in Europe, Asia and North America and is open to drivers in four classes: Pro, Pro-Am, Am and Lamborghini Cup, joining passionate gentlemen drivers with young professionals. At the end of each year, teams and drivers from each region compete in the World Finals, the pinnacle of the Lamborghini racing season.

Lamborghini cars also compete successfully in the most prestigious international GT3 championships. The Huracán GT3 EVO is distinguished from the Super Trofeo by more sophisticated aerodynamics, suspension kinematics and technical specifications that comply with FIA regulations. In 2017 it won the Blancpain GT Series; in 2018, 2019 and 2020 it won the 24 Hours of Daytona and the 12 Hours of Sebring. Lamborghini is the only manufacturer in the world to have won both prestigious American endurance races, known as the 36 Hours of Florida, two years in a row. In 2019 a new record was set: the Triple Crown of the Blancpain GT Series championship with the Overall, Endurance and Sprint titles.

Both the Huracán Super Trofeo EVO and the GT3 EVO are built in-house at the Sant'Agata Bolognese factory, on the same production line as the road cars, and assembly is carried out by teams of specialized Squadra Corse technicians.

Lamborghini Squadra Corse also trains new talent through its motorsport project, via the Young Drivers' Program (open to drivers under 26 who race in the Super Trofeo) and the GT3 Junior Program (for those competing in GT championships). Both academies give young people the chance to improve their skills to attempt a career as a professional driver with the support of Squadra Corse.

In 2018 Lamborghini Squadra Corse unveiled its first one-off, the SC18 Alston, followed in 2020 by the SCV12, a track hypercar equipped with the most powerful 12-cylinder naturally aspirated engine ever designed by Lamborghini, capable of delivering over 830 HP.

Brand Extension

Brand Extension includes a series of Automobili Lamborghini branded products and collaborations with leading brands in their sector. The world of Lamborghini thus goes beyond the borders of its extraordinary super sports cars and amplifies its distinctive values linked to the concepts of 'informal luxury', 'future shapers' and 'designers of experiences', together with its design codes.



The resulting products are unmistakably Lamborghini in terms of quality, the type of materials and technologies used, and the aesthetic definition of the forms, in perfect consistency with the visionary approach and unmistakable design of Sant'Agata Bolognese super-sports cars.

The Brand Extension products, produced both in co-branding and solely under the Automobili Lamborghini brand, include a line of clothing for men and children; models and collectibles; stationery, books, travel sets and leather goods; as well as products related to the racing world of Lamborghini Squadra Corse. They are available online at the official website www.lamborghini.com, at Lamborghini dealers, at the flagship store in Sant'Agata Bolognese, and in exclusive boutiques around the world.

Collaborations

Automobili Lamborghini's Brand Extension team has achieved extraordinary results in an extremely challenging scenario. It established connections with significant partners with the aim of offering products of the highest quality, aiming to reach new sectors and create highly exclusive and unique co-branded products. The partnerships that Automobili Lamborghini seeks with leading companies in their sector create a must-have product by expressing and conveying all the values and DNA of the brand.

Among the main collaborations are:

Automobili Lamborghini & The Lego Group

Automobili Lamborghini and the LEGO® Group unveiled the Lamborghini Sián FKP 37 LEGOTechnic™, a 1:8 scale model consisting of 3,696 components that perfectly reproduces the unmistakable power and breathtaking design of Lamborghini's hybrid super sports car.

The futuristic elements of the Sián have been faithfully recreated in the LEGO Technic model, including the V12 engine, movable rear spoiler, front and rear suspension and a steering wheel-operated steering system with the distinctive Lamborghini shield.

Automobili Lamborghini & Master & Dynamic

One of the Sant'Agata Bolognese company's most recent collaborations is with Master & Dynamic, a leading New York-based brand in the world of premium audio devices. The new collection includes the MW65 wireless headphones with Active Noise-Cancelling technology and the MW07 PLUS True Wireless earphones, featuring design elements inspired by the iconic super sports cars.



The range is born from the combination of aesthetic refinement and cutting-edge technology: two principles shared by Automobili Lamborghini and Master & Dynamic.

Automobili Lamborghini & OPPO

Automobili Lamborghini and OPPO have launched the OPPO Find X Automobili Lamborghini Edition and OPPO Find X2 Pro Automobili Lamborghini Edition smartphones. The automotive company chose one of the industry's leading brands for this exclusive collaboration, highlighting the strengths of both companies through the creation of jointly branded smartphones and accessories. OPPO and Lamborghini share the same values, such as the constant search for stylistic perfection, refinement in design and the emotional impact of their respective products.

Automobili Lamborghini & Supreme

In early April 2020, Automobili Lamborghini announced a capsule collection with Supreme, the iconic New York streetwear brand. The capsule, launched for SS20, consists of a hooded work jacket, a t-shirt, a hockey jersey, a tracksuit and as accessories, a skateboard and a cap. The collection, which sold out in the first 48 hours, featured three symbolic colors of the car manufacturer, namely bright green, orange and black. Automobili Lamborghini is the first automotive brand to develop a partnership with Supreme, and in this collaboration both styles were able to perfectly merge, while still maintaining their distinctive features.

Automobili Lamborghini & Ravensburger

With the collaboration between Automobili Lamborghini and Ravensburger, one of the leading brands in the field of games and recreational activities, even young enthusiasts can daydream and have fun. The partnership between Lamborghini and Ravensburger resulted in the 3D puzzle of the Lamborghini Huracán EVO, which heralded the new V10 generation. The super sports car with its powerful lines and sophisticated aerodynamic solutions can now be faithfully recreated in detail with the Ravensburger 3D puzzle, all in 1:18 scale.



Automobili Lamborghini & Tecnomar

In 2020, Automobili Lamborghini and The Italian Sea Group presented Tecnomar for Lamborghini 63, the new motor yacht of the Tecnomar fleet, a limited edition celebrating the year of Lamborghini's founding. The Tecnomar for Lamborghini 63 project, was developed by Tecnomar with the contribution of the Lamborghini's Centro Stile and is inspired by the Lamborghini Sián FKP 37, the hybrid super sports car that anticipates the future, with an unmistakable design and completely customized in its colors and details.

Automobili Lamborghini & Yohji Yamamoto

In 2020, super sports car brand Automobili Lamborghini signed an exclusive collaboration with Yohji Yamamoto, the eponymous brand of the internationally renowned designer. The collaboration stems from a meeting between Mitja Borkert, Head of Design at Automobili Lamborghini, and Yohji Yamamoto at Paris Fashion Week in January 2020. Inspired by the Paris collection, Lamborghini's Centro Stile imagined the iconic Aventador S as a canvas on which to paint the Japanese designer's inspirations. The car's distinctive lines are accented with motifs selected from the clothing collection, with the distinctive design echoed in the car's interior.

Automobili Lamborghini & Ducati

The collaboration between Automobili Lamborghini and Ducati led in late 2020 to the creation of the Ducati Diavel 1260 Lamborghini, a limited and numbered edition of 630 motorbikes that celebrate the collaboration between two Italian companies of excellence, thrilling motorcyclists and collectors all over the world.

Italian style, sportiness and above all, design and maniacal attention to detail, are the basis of this exclusive project in which Ducati designers chose to be inspired by one of the most fascinating and avant-garde models ever produced by the Sant'Agata Bolognese company: the Lamborghini Sián FKP 37.

The design was created in collaboration with the Lamborghini's Centro Stile, starting from the structure of the Diavel 1260 S. The Lamborghini Diavel was conceived by redesigning the parts that most characterize it, choosing a range of colors inspired by the Lamborghini Sián FKP 37: the main fairings of the bike are Gea Green, while the frame, the undertail and the rims are in Electrum



Gold. The new Ducati is further embellished with carbon fiber details, such as the radiator cover, the exhaust cover, the central area of the tank, the mudguards, and the red Brembo brake calipers.

Automobili Lamborghini & 24Bottles

The collaboration with 24Bottles, a leading Italian brand in the fashion hydration industry, resulted in the exclusive Clima Bottle, a stainless steel bottle with a design that recalls the iconic camouflage of the Lamborghini Aventador SVJ when it took the Nurburgring lap record during its development. Thus an intense synergy between the two Bolognese companies was created, ranging from qualitative research to creative design to ethical and responsible commitment.

Lamborghini Lounge

In 2017, the Lamborghini Lounge was born, an exclusive space designed to promote key events and offer a perfect Lamborghini-style experience to important guests, such as customers and their families. The aim of this intimate and luxurious place is to develop a strong bond between visitors and to highlight Lamborghini DNA. The exclusive Lamborghini Lounge has brought the concept of informal luxury" to the world's most vibrant and exciting cities and locations, from New York to Tokyo, St. Moritz, Melbourne and Monterey.

The Lamborghini Lounge in New York was set up in Manhattan, in the heart of the Big Apple, and proved to be the ideal place to enjoy a full Lamborghini experience in the "city that never sleeps", while for Europe in 2020 the renowned Swiss resort of St. Moritz was chosen, which after having been the site of the Winter Olympics and still being a stop on a UNESCO World Heritage railway line, hosted another exclusive attraction, the pop-up Lamborghini Lounge in St. Moritz.

For Australia, another pop-up Lamborghini Lounge in Melbourne was created at the Formula 1® Paddock Club during the Australian Grand Prix, while the permanent Lamborghini Lounge in Tokyo hosted the presentation event of the Aventador S "dressed" by the famous Japanese designer Yohji Yamamoto in 2020. The Lamborghini Lounge in Monterey, on the other hand, was located in a stunning mansion near Pebble Beach, the setting for the exclusive opening event of Monterey Car Week in 2019. Here, over 1500 guests were able to immerse themselves over four days in the unique atmosphere through numerous Lamborghini activities.



E-Sports

In May 2020 Automobili Lamborghini entered the world of eSports with its first virtual one-make championship, *The Real Race*, on the Assetto Corsa Competizione platform. The trophy kicked off on May 29 with the first of five qualifying weekends, attended by thousands of gamers from around the world, followed by the live final for the 12 best sim racers.

The Real Race is a new simulation championship that connects the worlds of real and virtual racing. Assetto Corsa Competizione offers the possibility to live the atmosphere of an FIA GT3 championship, racing with official cars on extremely accurately reproduced circuits. Given the high level of realism, this video game is also used by the official drivers of Lamborghini Squadra Corse to prepare for real competitions.

The car of choice is the Lamborghini Huracán GT3 EVO, which has won the 24 Hours of Daytona three times and taken the Triple Crown in the GT Series. Lamborghini's Centro Stile designed an exclusive livery that could be chosen in 12 versions by the participants, complete with the logos of Lamborghini Squadra Corse partners Pertamina, Pirelli and Roger Dubuis.

The three gamers who made it to the podium in the final round of the championship enjoyed an all-around Lamborghini experience, training with Lamborghini Squadra Corse drivers and driving a real Huracán GT3 EVO on the historic Enzo and Dino Ferrari circuit in Imola.