



## #Focu5on: 5 things you don't know about Lamborghini Ad Personam



*Sant'Agata Bolognese, April 13, 2021* - Ad Personam is the exclusive program that Lamborghini offers to customers who want to customize their car in line with their personality.

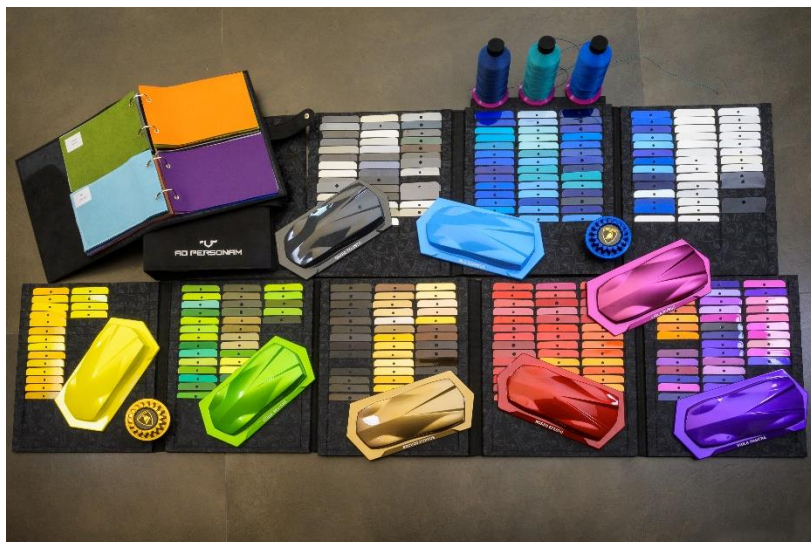
It is a unique customization program that gives shape to every desire through the choice of infinite combinations, from colors to materials, from the seat logo sewn by hand rather than printed, to the initials embroidered inside the passenger compartment, as well as satisfying requests to reproduce a color on sample, always respecting the high quality standards required.

Coordinated by a team of specialists who accompany the customer through every stage of the customization process, the program conceals some curiosities that are not yet fully known or revealed. Here are five facts that you might not know yet:



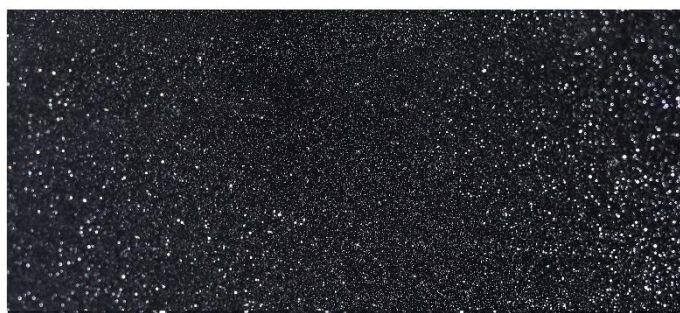
## Media Information

# 1. Automotive leader in the development of unique colors: 348



Thanks to the Ad Personam program, the House of Sant'Agata holds the record in the automotive market for the variety of color shades and palettes, offering a grand total of 348 unique Ad Personam colors, each one different from the other. Lamborghini's most demanding customers include the Americans, with 20% requesting custom colors, followed by customers in Asia Pacific and the EMEA region.

# 2. The last frontier of color: diamond dust paint



**PANTONE**

Diamond Coating





## Media Information

The latest innovation in exterior colors is the use of a new transparent paint containing micro crystals in the form of diamond dust. Thanks to a unique processing technique that combines artistic craftsmanship and technology, the bodywork thus becomes iridescent, changing color according to the reflections of the light and making the Lamborghini car a true jewel.

### **3. The most extravagant request for interiors: embroidered works of art**



Going from customization to the creation of real works of art inside a Lamborghini is just a short step. This is made possible thanks to the skill of the upholstery department, which in conjunction with the Ad Personam team evaluates and studies requests for decorations and embroidery, from the seat logo, hand-stitched rather than hot-embossed, to the initials embroidered inside the passenger compartment. The masterful skill of the Lamborghini embroiderers reaches the highest levels, going as far as creating branches and peach blossoms, portraits of the customer or their beloved pet, designs in street art style with the bull, and "splash-effect" color (like in the Aventador S by Skyler Grey), to images of the skyline of their favorite city.



## Media Information

### 4. The most popular Ad Personam colors in America, Asia Pacific and EMEA



The choice of a color is also linked to the different nationalities and the social and cultural dimensions in which Lamborghini customers live. In Asia Pacific, the most popular Ad Personam color by far is Rosso Efesto, in EMEA it is Verde Alceo, while in America Blu Cepheus is very much the favorite.

### 5. Studies in color psychology give rise to five chromatic families







## Media Information

The latest frontier of the Ad Personam program is the identification of color families. This project was developed by the Ad Personam team using a scientific approach, thanks to the contribution of studies conducted by experts in neuromarketing and color psychology, along with Lamborghini Centro Stile.

In this collaborative project, a number of *personalities* were identified that embody the profiles of Lamborghini customers, divided into five different groups. Each group is identified with the different cultural backgrounds, tastes, personalities and attitudes of the individual *Families*.

### **SPORTIVA**

The SPORTIVA family suits all those who have a bold personality with a youthful spirit and who like to be recognized as promoters of a timeless tradition. These colors are in fact the launch colors of the latest Lamborghini cars, including *Giallo Belenus*, *Arancio Xanto*, *Verde Selvans* and *Viola Pasifae*.

### **CONTEMPORANEA**

The CONTEMPORANEA family reflects the modern landscape of informal, minimalist luxury. The eight colors selected, including *Rosso Efesto*, *Blu Aegir* and *Balloon White*, combine elegant and sophisticated style with the appeal of sport technology.

### **ECLETTICA**

The ECLETTICA family represents freshness, innovation and flair. The palette is made up of bold colors that express the various facets of the versatile spirit, ranging from *Blu Cepheus* to *Oro Elios* to *Viola Bast*.

### **CLASSICA**

The CLASSICA family is a tribute to the origins of an Italian excellence that revolutionized the world of super sports cars and is bound to its traditions. The most representative colors of the icons of the past, such as *Verde Scandal*, *Amaranto*, *Arancio* and *Blu Notte*, belong to this family.

### **TECNICA**

The TECNICA family is designed for high-performance enthusiasts who want cutting-edge technology and new materials and colors, including *Blu Grifo*, *Nero Nemesis* and *Giallo Telemaco*.



## Media Information

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

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



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