



## **Automobili Lamborghini: The MUDETEC reopens its doors with a new exhibition around innovation and tradition**

*Sant'Agata Bolognese, April 30, 2021* - The MUDETEC, Automobili Lamborghini's museum in Sant'Agata Bolognese, will reopen its doors to the public on 3 May. Following the forced closure of the last months due to the pandemic, one of Lamborghini's most iconic places comes back to life with the new exhibition "Future is our legacy".

The title of the exhibition recalls the philosophy of Automobili Lamborghini: a company that constantly looks to the future, staying ahead of the times, without ever forgetting or celebrating its past. The exhibition coincides with two important events: the 20<sup>th</sup> anniversary of the MUDETEC and the 50<sup>th</sup> anniversary of the Countach.

In Lamborghini tradition, the exhibition - divided over two floors - perfectly synthesizes innovation and tradition: the two souls of the House of Sant'Agata. A tunnel at the entrance ignites visitors' emotions with the unmistakable sound of the V12 engine, along with a video that celebrates the iconic V12 models. On the ground floor, the path is laid out so that visitors can discover the models produced from the '60s to the '90s, from the Miura to the Diablo, and then take a leap into the futuristic design of two recent visionary models: the Essenza SCV12 and the Vision GT.

The undisputed protagonist of the second floor is the Countach, which this year celebrates its 50<sup>th</sup> anniversary: a model that, in addition to being a bedroom poster for an entire generation and used in dozens of international films, helped make Lamborghini a legend. Placed on a platform, the Countach seems to "look over" the models produced since 2000, which inevitably took inspiration from it in terms of both design and technological solutions. The tour continues among limited edition models, such as the Reventón, Sesto Elemento, Veneno, Centenario, and the first Lamborghini with hybrid technology, the Sián.

The experience is also enriched by activities with extensive digital and innovative content, a trademark of Automobili Lamborghini. Engaging with Lamborghini fans to offer an exciting and interactive experience, a driving simulator includes a new feature: the "Social pass-by card". By being positioned in front of the screens, visitors can take a photo next to a favorite Lamborghini, share it on social media, and take home the memory of a special day in a unique place.

From 3 May the museum will be open daily from 9.30 a.m. to 6.00 p.m. (except August 15 and December 25) with the last admission at 5.00 p.m. Due to current government pandemic regulations, admissions are restricted to a maximum of 12 visitors every half hour. Wearing a mask is mandatory.

Reservations are required (go to the following link: <https://www.lamborghini.com/it-en/museo>) and must be made 24 hours in advance on Saturdays, Sundays and midweek holidays.

For further information and reservations - <https://www.lamborghini.com/en-en/museum> Info & Booking-



## Media Information



### Automobili Lamborghini S.p.A. Headquarters

Head of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Clara Magnanini  
T +39 051 9597611  
[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Product & Brand Extension Communication  
Rita Passerini  
T +39 051 9597611  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Motorsport Communication  
Francesco Colla  
T +39 051 2156850  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Polo Storico & Heritage  
Massimo Delbò  
T +39 3331619942  
[massimo@delbo.us](mailto:massimo@delbo.us)

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### Regional Offices

Europe, Middle East & Africa  
Emanuele Camerini  
T +39 342 567 5842  
[emanuele.camerini@lamborghini.com](mailto:emanuele.camerini@lamborghini.com)

Asia Pacific, Chinese Mainland, Hong Kong & Macau  
Nancy Rong 荣雪霏  
T +86 10 6531 4614  
[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)

North & South America  
Jiannina Castro  
T +1 703 3647926  
[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

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

Japan  
Kumiko Arisawa  
T +81 804 606 0487  
[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)

Eastern Europe & CIS  
Tamara Vasilyeva  
T +7 925 503 6706  
[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +658711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)