



## **Automobili Lamborghini at Motor Valley Fest 2021**

### **Meetings, talks, and Lamborghini models in the heart of Modena, and adrenaline on track with a race at Novi Sad Park**

*Sant'Agata Bolognese, July 1, 2021* - Automobili Lamborghini renews its participation in the Motor Valley Fest: four days packed with events held in Modena from July 1 to 4 involving the most famous car brands in the world, including the House of Sant'Agata.

#### **Monday, July 1**

The first day of the Motor Valley Fest opened with the inaugural ceremony at the Hall of Honors of the Modena Military Academy and, besides the authorities, saw the participation of President and CEO Stephen Winkelmann in a talk on the future and challenges of the automotive industry. *"It is a great honor to be part of the Motor Valley, a district that is one-of-a-kind in the world, united by a passion for engines and the presence of Made in Italy players of global excellence, including Lamborghini. And it is here, in these few kilometers of land, where the future is being played out today, under the thrust of electric technology and connectivity challenges. All this will lead to a process of enormous transformation, where the creation of new skills will need to be supported by solid cooperation with the local schools and universities. This will prove to be increasingly crucial if we want to maintain a high level of competitiveness and make this district even more attractive at a world level,"* commented President Winkelmann during the talk.

#### **EXPO**

For the entire duration of the event, Lamborghini will exhibit the latest **Huracán STO - Super Trofeo Omologata** inside Modena's Ducal Palace (today the Military Academy) in Piazza Roma for the EXPO element of the event.. Thanks to its 640 HP naturally aspirated V10 engine, this super sports car approved for road use guarantees an exalting acceleration from 0 to 100 km/h in 3.0 seconds, from 0 to 200 km/h in 9.0 seconds and a top speed of 310 km/h.

Engine lovers will be able to admire other models of the current range for the entire duration of the event in Piazza Roma: the **Aventador SVJ**, the **Urus Super Suv** and the **Huracán EVO coupé**, on display in the colors green, white and red that form the Italian flag.

#### **"Innovation and Talents" and panel talks**

Automobili Lamborghini is also taking part in **"Innovation and Talents"**, the Motor Valley Fest section set up as an ideal place for companies, young innovators and universities to meet and talk, with initiatives to raise awareness of the professional and training opportunities that the Emilia-Romagna Motor Valley offers. On Friday, July 2, from 11:30 a.m. to 12:30 p.m., **Elisa Bortolozzo** - HR Strategy & System, **Davide Bizzarri** - Powertrain Manager, and **Gabriele Pieraccini** - Chief Technical Engineer (Aventador model line) of Automobili Lamborghini, will hold a **digital talk, "FIT FOR THE FUTURE: WHICH SKILLS FOR TECH REVOLUTION?"**, introducing the topic of human capital and the challenges tied to the megatrends and hybridization process of the entire range that the company is determined to meet by the year 2024.



## Media Information

On July 1 at 16.30 Lamborghini will also participate in the talk "Racing: Competition, Technology, Community" with Leonardo Galante, Lamborghini Motorsport's technical manager, participating in a panel discussing racing and the challenges of tomorrow in the industry.

### The Race of Made in Italy

On Sunday, July 4, at the **Novi Sad Park in Modena**, on a 1400m-long circuit temporarily approved by ACI (Automobile Club of Italy), the "Race of Made in Italy" will take place, an exhibition race exclusively for Lamborghinis on board two Huracán Super Trofeo. The event will be preceded by an opening show in which two Huracán EVOs will parade in fully customized liveries with graphics by Aldo Drudi, the designer famous for having made the most beautiful designs on the helmets of Moto GP champions. The race protagonists are four Moto GP riders and four Lamborghini Squadra Corse drivers: Giacomo Altoé, Sandy Mitchell, Giovanni Venturini and Pier Luigi Moccia. The event will be open to the public with a limited capacity of maximum 3000 spectators due to Covid restrictions.

### MUDETEC

Motor Valley Fest visitors will also have the opportunity to visit the **MUDETEC**, the company museum in Sant'Agata Bolognese just a few kilometers from Modena, open daily from 9:30 a.m. to 6 p.m.

On the occasion of the May reopening, the museum inaugurates a new installation and comes back to life with the new exhibit "**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 and celebrating its past. And in fact, the exhibition comes at a very specific moment, coinciding with two important events: the 20<sup>th</sup> anniversary of the MUDETEC and the 50<sup>th</sup> anniversary of the Countach. The experience is enriched by activities incorporating extensive digital and innovative content: a trademark of the company.

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

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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