



## **Automobili Lamborghini takes part in the 18th edition of the Autostyle Design Competition**

### **Exchanges of ideas and creativity between the world's leading car design centers**

*Sant'Agata Bolognese, November 25, 2021* - For the tenth year running, Automobili Lamborghini is taking part in the Autostyle Design Competition, which is entering its 18th edition. The brand is bringing with it the design output of the Huracán STO and the latest Countach LPI 800-4. This year, to bring continuity to this important event, organizer Berman S.p.A and its partners have launched a fully digital version, available under the following [link](#).

Mitja Borkert, Head of Design at Automobili Lamborghini was one of the first to support the idea of a move online, stating: *"The Berman Autostyle event is of considerable importance to the Lamborghini Centro Stile - not only because of its fantastic content, but above all because in the world of car design, it represents an Italian institution on an international level. Industry professionals, the largest automotive brands and young, talented designers come together to share opinions, to talk about the automotive sector, and, more generally, to share insights and experiences. This event, especially for our Centro Stile, is a wonderful opportunity to illustrate the strength and power of our Design DNA, the unmistakable characteristic traits that have shaped our history and which will guide Automobili Lamborghini in facing future challenges. All this exists because of the foresight and commitment of Roberto Artioli, champion of good design, and all those who, like him, live for and are passionate about it. Roberto is not only a great friend to me and my team who has been welcoming us to his event for years - above all, he is a linchpin in the car design industry."*

### **Autostyle Design Competition - Berman S.p.A**

The Autostyle Design Competition is one of the most important events in the industry, bringing together the ideas of designers from the world's leading international car design centers. The idea came about in 2004 thanks to the passion of Professor Roberto Artioli, President of Berman S.p.A, an Italian company that produces OEM parts for some of the world's largest car manufacturers. The first seventeen editions were held in villas in the area around the Italian city of Mantua, where the various design centers of the major companies in the sector presented new vehicles or prototypes to an audience made up of professional designers, students or simply car design enthusiasts. At the end of the event, a panel comprising Heads of Design present awards to twelve students participating in the Autostyle Design Competition. Thanks to this opportunity, some of the previous winners have secured significant positions with car manufacturers.

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

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



## 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)

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

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

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

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

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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)

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

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

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

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

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.com](mailto:jory.syed@lamborghini.com)