



Automobili Lamborghini marks International Women’s Day with the video “Choose your own drive”

A visual manifesto on female self-determination that reflects the evolution of a growing community of customers and employees

Sant’Agata Bolognese, 6 March 2026 – On the occasion of International Women’s Day, Automobili Lamborghini presents the video manifesto “Choose your own drive”, a project that explores, through a contemporary lens, the themes of freedom of choice and female self-determination.

The video unfolds as a symbolic journey in three acts – beauty, formality and social roles – illustrating how stereotypes, cultural expectations and predefined models can turn into invisible constraints. Simply “wanting to choose” is often not enough: what appears as identity or success can become a structure that limits actions. In the first scene beauty becomes immobility; in the second, elegance becomes an imposed constraint that binds; in the third jewellery becomes a mask, symbolising an assigned role. Only in the final scene does the protagonist make a conscious decision: she chooses to bind herself solely to what she has decided for herself – the seatbelt of her Lamborghini. The only bond she has chosen.

The creative project forms part of a broader vision through which Lamborghini promotes the image of women as protagonists of their own paths, both inside and outside the company.

A growing female community

The increasing presence of women within the Lamborghini community reflects a structural evolution in the world of luxury super sports cars. Over the past five years, the absolute number of women within the customer base has grown significantly, recording an increase of around 30%. Today, approximately one in ten Lamborghini customers globally is a woman, with higher percentages in the Asia-Pacific region and particularly strong representation in markets such as China and Korea. The share of new female customers ranges between 10% and 13%, with a profile that is on average younger than that of male customers: nearly half of them are under 40 at the time of purchase.

This evolution coincided with the first cycle of Urus¹, which helped broaden and diversify the brand’s customer base. Within the current range, Urus stands out as the model most appreciated by female customers, recording a higher share of women buyers than the rest of the line-up and reaching significantly above the global average in some markets. The Super SUV represents a balance between performance, distinctive design and versatility, responding to the needs of an increasingly international and dynamic community.

Within this context sits “She Drives a Lambo”, the format launched in 2023 and developed internationally. Since its first edition, the initiative has included six global events across four

¹ Fuel consumption and emission values of all Urus models; Fuel consumption combined: 14,1-12,7 l/100km (WLTP); CO₂-emissions combined: 325-320 g/km (WLTP)



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countries, involving more than one hundred women – with an average age of 42 – in an experience dedicated to discovering the brand.

Women at Lamborghini

This commitment to inclusion is also reflected within the company itself. Automobili Lamborghini employs around 3,000 people, approximately 20% of whom are women. In recent years, the presence of women in managerial roles has grown steadily and significantly, also around 20%.

This path is supported by a structured system of policies and measurable tools, also recognised through the renewal of the UNI/PdR 125:2022 gender equality certification, first obtained in 2022. The certification is based on measurable indicators covering, among other areas, pay equity, recruitment and development processes, parental support, organisational flexibility and the protection of the working environment. The gender pay gap is essentially closed, while work-life balance policies increasingly involve fathers as well, with a significant rise in the use of parental leave. The company also collaborates with organisations such as Valore D, the MUNER – Motorvalley University of Emilia-Romagna Gender & Diversity Empowerment Committee, and the Rete CapoD, contributing to the promotion of equal opportunity culture within the local territory.

Freedom as a conscious choice

With “Choose Your Own Drive,” Automobili Lamborghini does not propose a celebratory message, but rather a clear stance: freedom is never guaranteed, but an achievement that requires commitment every single day to generate meaningful cultural change.

In a world where expectations can still turn into limitations, Automobili Lamborghini reaffirms its commitment to building a more equitable and inclusive society, one that ensures equal rights and opportunities for everyone, beyond stereotypes.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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