



## **Automobili Lamborghini celebrates April Fool's Day with a playful take on colour**

### **An ironic communications campaign pays tribute to the region that is home to the Sant'Agata Bolognese company**

*Sant'Agata Bolognese, 1 April 2026* – To mark April Fool's Day, Automobili Lamborghini launched a playful prank that caught enthusiasts around the world off guard for a few hours. In the most classic of 1 April traditions, the company unveiled a new colour range inspired by its Italian homeland, communicated across its social media channels. From the hues of Rosso Grappolo, redolent of red wine, to the summer-drink yellow of Giallo Granita, from Verde Campo d'Ulivo reflecting the green of olive oil, to Bianco Trullo, reminiscent of Puglia's white buildings, Lamborghini fans were presented with the unexpected novelty of exceptionally original new colours!

None of it was real: it was simply a playful initiative to celebrate the day, first surprising audiences and then bringing a smile to Lamborghini fans everywhere. The imagined palette drew on some of Italy's most recognisable symbols and, in doing so, highlighted two themes of particular significance for the company. The choice behind the campaign was far from random, but rather an explicit tribute to both colour and territory.

On one hand, the campaign referenced the symbols of the place that is home to Automobili Lamborghini, an expression of Italian manufacturing excellence and an ambassador of Made in Italy around the world. A 100% Italian brand with a global community, driven by passion, craftsmanship and people. On the other, it celebrated colour itself, one of the aspects most appreciated by customers of the Sant'Agata Bolognese-based company who, through their personalisation choices – involving 94% of purchased vehicles – can choose from 400 different shades. Through the Ad Personam programme, Lamborghini owners can customise numerous elements of their car, with colour one of the most requested areas of personalisation.

Although the palette was imaginary, the initiative playfully celebrated Lamborghini's bond with its home territory and the creativity that, with originality and elegance, defines the customisation of its cars.

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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