



Automobili Lamborghini expands the Ad Personam palette with new colours inspired by Italy

Four new shades reinterpret icons, landscapes and traditions of Made in Italy

Sant'Agata Bolognese, 1 April 2026 – Automobili Lamborghini is launching new colours to complement the 400 shades already available across its personalisation programme. The new offering has been created to give customers an even wider choice, while also celebrating Italy's rich heritage.

The four new hues introduced by the Sant'Agata Bolognese-based company draw inspiration from some of Italy's most iconic places and products. The new shades are named Rosso Grappolo, Giallo Granita, Verde Campo d'Ulivo and Bianco Trullo: they pay tribute to Italy and its territory, an expression of Made in Italy of which Automobili Lamborghini is an ambassador around the world thanks to its 100% Italian DNA, globally admired and driven by passion, craftsmanship and people.

Rosso Grappolo recalls the colour of grape berries and was chosen to honour one of the country's most appreciated products worldwide: red wine. Giallo Granita evokes one of the drinks most enjoyed by Italians during the country's hot summer months, especially in its lemon flavour. Verde Campo d'Ulivo celebrates another excellence of Made in Italy, olive oil, which comes from the olive groves set among the Italian hills. Finally, Bianco Trullo recalls the hues of one of Italy's most distinctive buildings: the Trullo of Alberobello, a unique structure in a small town in Puglia that thousands of tourists from around the world visit each year. These products and places symbolise exclusivity and uniqueness, just as Automobili Lamborghini does by creating lasting value through personalisation and craftsmanship that distinguish every model.

The colours will be available across all vehicles currently in production – Revuelto¹, Urus SE² and Temerario³ – and will become part of the Ad Personam programme, through which every customer can create their own dream Lamborghini. It is a programme highly valued by buyers, illustrated by 94% of delivered vehicles featuring at least one personalised detail.

With this new colour range, Automobili Lamborghini further expands the possibilities customers can choose from to personalise their cars, while paying tribute to the brand's homeland where its roots run deep.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com

¹ Revuelto: Energy consumption (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km

² Urus SE: Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km

³ Temerario: Energy consumption (weighted combined): 4,3 kWh/100 Km plus 11,2 l/100km; CO2 emissions (weighted combined): 272 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km



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