



Lamborghini Customer Journey: when ordering a Lamborghini becomes an unforgettable experience

From Ad Personam configuration to La Prima, and a world of owner experiences, the Lamborghini journey brings together personalisation, anticipation and an ongoing relationship with the brand

Sant'Agata Bolognese, 9 April 2026 – For many customers, acquiring a Lamborghini represents a dream nurtured over many years, often since childhood. It's a desire that, over time, becomes a journey towards their own car, shaped by anticipation, imagination and personal involvement. It is not simply the beginning of a relationship with their vehicle, but entry into a world defined by identity, aspiration and participation: it is a journey marked by memorable milestones, gradually accompanying the customer to the moment when their Lamborghini is finally delivered.

Giving shape to one's own Lamborghini

Configuration is one of the most distinctive moments in the Lamborghini experience: the point at which a long-held ambition starts to translate into real and personal choices.

The journey begins within the exclusive Ad Personam studio, in Sant'Agata Bolognese or in one of the lounges around the world, where the customer enters a setting reminiscent of an atelier: a true salon of colours, surfaces and materials, where leather, coloured maquettes and carbon-fibre details are considered and selected as part of a fully bespoke process. With more than 400 external hues available and a wide range of materials and finishes, personalisation becomes a creative process guided by the brand specialists' expertise. This is where Lamborghini's exclusivity is expressed most clearly, through a combination of personalisation, uniqueness and craftsmanship that helps create lasting value over time.

From exterior liveries to interior details, through to the most technical and refined options, every choice shapes a car that reflects individual taste, style and identity. It is no coincidence that 94% of Lamborghinis delivered include at least one customised element, a testament to the value of this experience. When the personalisation journey reaches completion, the configurator presents the image of the car exactly as it has been conceived, defined in every detail. It is the moment when the idea imagined takes on a concrete form, strengthening a deeply intimate bond with the car about to come to life.

Waiting as part of the journey

Once the car is defined down to the smallest detail and the order is placed, the future owner can access the Lamborghini Unica app, designed to accompany them while awaiting delivery and afterwards during the years of ownership. Always available on their smartphone, the app allows them to experience the world of Automobili Lamborghini in an even more immersive way. Even the period between the order and delivery, on average around a year and a half, thus becomes an integral part of the experience, marked by content and tools that strengthen the connection with the brand and with the car that is on its way.



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Within this interplay of physical and digital experiences, another central moment is the opportunity to take part in an exclusive tour of the production facility, where customers can observe up close how the cars of the Sant'Agata Bolognese marque come to life. It is a way of discovering the company's production processes in detail, where craftsmanship and innovation come together in a perfect synthesis embodying the excellence of Made in Italy. It is here that the customer learns how advanced technologies, specialist expertise and manufacturing know-how coexist and integrate throughout the production process.

The moment of delivery

The moment of delivery represents one of the most significant stages in the Lamborghini Customer Journey. It is the point in which the configuration and waiting process reaches completion.

Whatever the place of delivery, a client's first encounter with their own Lamborghini is a strongly emotional and intensely personal experience, and even more special when taking place in Sant'Agata Bolognese: the place where the car was created. The La Prima factory delivery programme, whose name recalls that of a theatrical première defines the moment when something long awaited is finally presented to its audience.

Within a reserved setting inside the production facility, customers can share the delivery moment with family and friends in an environment designed to enhance the uniqueness of the experience. The unveiling programme, which varies according to the model, combines physical and digital elements to make this occasion even more distinctive. Lamborghini managers also take part in the moment, reflecting the attention the brand devotes to every individual customer. It is also an opportunity to look back over the journey of anticipation, explore aspects of the car and its production process, and present a series of gifts designed to complete the experience.

A relationship that continues

Delivery, however, does not represent the conclusion of the relationship with the brand. After receiving their new car, the customer continues to experience the world of Lamborghini through an ecosystem of activities and experiences that sustain their bond with the House of Sant'Agata Bolognese. From driving programmes such as Accademia Neve, created to refine vehicle control and driving safety in the most extreme situations, to track activities for those wishing to explore the performance and dynamism of their car more deeply, Lamborghini offers clients opportunities to deepen knowledge of their car in exclusive and highly engaging contexts.

Alongside these are events and experiences organised in different destinations around the world, including activities of the Lamborghini Clubs, which through rallies, dedicated gatherings and shared moments strengthen the sense of belonging to the brand community. Delivery of a new Lamborghini therefore marks the start of a unique journey, where an emotional attachment for the brand takes shape, destined to continue over time and to remain an unforgettable milestone both for those who purchase and for those who create each individual Lamborghini.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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