



## **Automobili Lamborghini, a symbol of Made in Italy**

### **On National ‘Made in Italy’ Day, the Sant’Agata Bolognese-based company celebrates a bond that brings together those rooted in the region with the wider country and new generations**

*Sant’Agata Bolognese, 15 April 2026* – On the occasion of National ‘Made in Italy’ Day, Automobili Lamborghini celebrates its bond with Italy; the locality that hosts the super sports car manufacturer; and the heritage of expertise, manufacturing culture and craftsmanship behind the famous ‘Made in Italy’ adage. A truly international brand, with a network of 186 dealers across 57 countries, the Sant’Agata Bolognese company delivers an excellence worldwide that emanates from its Italian origins and is globally appreciated for its ability to combine passion, craftsmanship, innovation and expertise.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, said: “Our roots in Italy, and in the local area that hosts us, run deep. We are a 100% Italian brand, and this represents invaluable worth for our customers around the world, who recognise a unique mark of assurance in Italian-manufactured products. Our roots are firmly anchored in this territory, and every day we work to give value back to the environment that hosts us and to the country of which we are part.”

Automobili Lamborghini was founded and has flourished in Sant’Agata Bolognese, where around 3,000 people currently work. Still today, every single car is produced entirely at the Emilia-Romagna facility. It is here that Lamborghini models are created, each authentically expressing the value of Made in Italy through a combination of design, production, craftsmanship and personalisation that makes every Lamborghini exclusive and creating lasting value over time.

The bond with Italy is also reflected in the company’s relationship with national industry. Over the last year, 60% of investment in the supply chain was directed towards Italian companies, confirming the intention to favour local businesses wherever possible. This is matched by a strong regional rootedness: 35% of suppliers are located in Emilia-Romagna, highlighting the importance of the region where the company was founded and continues to operate.

This closeness is further reinforced by commercial results, with Italy now firmly established in Lamborghini’s top ten markets in terms of deliveries, which grew by 27% over the last year. Yet the value of this connection between company and country cannot be measured by figures alone: it is also reflected in the brand’s ability to generate inspiration, appeal and opportunities for new generations. For many young people, Automobili Lamborghini represents not only a symbol of excellence and desirability, but also a tangible point of reference in terms of training, industrial culture and vision for the future. This is supported by an ongoing commitment to people development, also recognised through the Top Employer Italia certification, attained by Lamborghini for the thirteenth consecutive year. In this sense, the brand helps convey the value of Italian craftsmanship, engineering, design and innovation to those entering the world of work today.



## Media Information

Lamborghini's presence in the local area also translates into concrete actions in support of the local community. Most recently, the company signed an agreement with the Municipality of Sant'Agata Bolognese, through which it chose to support projects ranging from social inclusion to school services, as well as educational workshops linked to Lamborghini Park and support for cultural activities and initiatives dedicated to raising awareness against gender-based violence.

However, the Italian dimension of Automobili Lamborghini does not end with the territory in which the company operates but also extends to a national level, as demonstrated by its collaboration with the State Police, one of the country's most representative institutions. Launched in 2004, this collaboration focuses on vehicles assigned to the Highway Police for operational activities ranging from road patrol duties to the urgent transport of organs and medical supplies. This initiative further strengthens Lamborghini's symbolic value as an Italian brand capable of combining excellence, identity and service to the community.

Automobili Lamborghini and Italy: an enduring bond, standing the test of time and adding value from every perspective.

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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