



Lamborghini Arena welcomes its partners, who add their unique contributions to the weekend event

From displays to immersive experiences, partners and licensees will make the Imola weekend even more dynamic and engaging

Sant'Agata Bolognese, 30 April 2026 – Lamborghini Arena is just around the corner. The Imola Village will be the space where the brand expresses itself in all its dimensions: through its cars, the community, the energy of the weekend and a selection of partners and licensees who share its values. Each partner brings something special but are united by the same dedication to excellence, creativity and attention to detail that defines Lamborghini's identity, and will make the Village even more vibrant through activities offering visitors exceptional moments of entertainment and fun.

Bridgestone, Official Partner of Lamborghini Arena 2026, will welcome the public with a widespread presence throughout the event, showcasing four tyres developed specifically for Lamborghini: Potenza Sport, Potenza Race, Blizzak LM005 and Dueler All-Terrain AT002. Visitors will be able to test their skills on the driving simulators, with prizes for the fastest laps of the weekend. Completing the experience will be the Bridgestone Tyre Shop, where customers will have the opportunity to fit dedicated Potenza Sport tyres to their cars, designed to enhance the performance of the Lamborghini range.

Arena will also have a sporting spirit thanks to **Babolat**, which will bring a padel court for moments of active engagement, together with a first preview of the evolution of its product collaboration with Lamborghini. **Macron**, meanwhile, will be present with a space dedicated to the clothing collections developed together with the brand.

Creativity, craftsmanship and attention to detail will animate another part of the Village. **Tod's** will bring Italian excellence to Imola: one of its master craftsmen will be present to demonstrate making of the Gommino live, celebrating the value of handmade work and uniqueness. **24Bottles** will present the 24Lab Live format, with artistic and personalisation activities for adults and children. **Mattel**, with Hot Wheels, will bring an intergenerational presence to the Village, with a track dedicated to younger visitors and a preview of the new 1:64-scale Lamborghini Temerario RC. Designed for collectors, the model features an exclusive livery by Mitja Borkert, which will also be displayed in a full-size form. The limited-edition model car will be available from 11 May.

The Village will also be a space to be experienced through the senses. **Sonus faber** will bring an immersive sound booth to Imola, centred around an experiential lounge where visitors can discover the expert craftsmanship of its masters of sound. Exclusive sound experiences will highlight the 11 Cremonese Ex3me – Automobili Lamborghini Edition system and the audio systems developed for Revuelto and Temerario. Also contributing to this aspect of hospitality and conviviality will be **Lavazza**, present both in the public areas with an Airstream coffee truck and in the hospitality areas with baristas, special coffee menu and moments such as Taste the Fuel: perfect for taking a break during the Arena experience. Finally, the Arena partner experience will be elevated by a sound environment created through **Technics** music and the use of turntables developed in collaboration with Lamborghini.



Media Information

Also complementing the Lamborghini Arena Village will be partners dedicated to wellbeing and personal care. **O2H** will offer an immediate regeneration experience with a taster of its cryochamber, ideal for an energising break during the event. At the same time, **OWAY** will provide a dedicated styling service and allow visitors to discover its agri-cosmetic product line.

Among the experiences enhancing the weekend will be **Vesaro**, with premium simulators developed in collaboration with Lamborghini and equipped with **Moza Racing** steering wheels. Designed to deliver an immersive and highly technological driving experience, they will be available in the event hospitality area for test sessions, while additional stations will also be accessible at the Museum, expanding opportunities to connect with the brand in an interactive way. **Ducati** will also take its place within the event, bringing speed, adrenaline and racing DNA to the Village through test rides of its range, adding a further reference to Italian motoring culture and the passion for performance shared by the two brands.

Pirelli will instead be present with a setup inspired by Urus SE and Essenza SCV12. A product expert will be available to the public, along with an interactive activity where visitors can put the speed of their reflexes to the test.

Lastly, the journey will open up to a broader reflection on the relationship between creativity and sustainability. In this context, **Gruppo Hera** will take part through its artistic project SCART, bringing to the Village its Super Robots, environmental guardians created using waste materials from the production lines of the Sant'Agata Bolognese-based company. An installation designed not only to impress, but also to invite the public to engage with the project through dedicated activities and moments of discussion, adding a cultural and educational dimension to the Village experience.

Different partners, one common thread: in Imola, the Lamborghini Arena Village is the place where the full scope of its brand extension is revealed.

Photos and videos: media.lamborghini.com

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