



Automobili Lamborghini Wins the ‘Red Dot: Best of the Best 2026’ with Fenomeno

The ‘hyper elegant’ design of the few-off Lamborghini earns one of the world’s most prestigious style awards

Sant’Agata Bolognese, 8 June 2026 – Automobili Lamborghini has won the “Red Dot: Best of the Best 2026” award with Fenomeno¹, the few-off produced in only 29 units that represents the most advanced expression of design and engineering from the Sant’Agata Bolognese-based company. The prestigious accolade, awarded in the Product Design category, honors projects that stand out globally for innovation, quality, and vision.

“This valuable and renowned recognition confirms the direction of the design DNA we are shaping with the team at Lamborghini Centro Stile, and underscores our future strategy,” said Mitja Borkert, Design Director of Automobili Lamborghini. *“Fenomeno is a manifesto of style that expands our design language once again in an unexpected way, going beyond expectations and continuing the bloodline of our successful few-off cars in an athletic and elegant way. It is a project that looks to the future while decisively reinforcing our stylistic tradition.”*

The Red Dot Design Award is one of the most prestigious recognitions in the world of design. The award celebrates excellence and innovation across three disciplines: Product Design; Brands & Communication Design; and Design Concept, evaluating thousands of international entries every year. The Red Dot: Best of the Best hallmark represents the highest distinction, reserved for projects that establish new benchmarks in quality, creativity, and vision in contemporary design. The official award ceremony will take place on July 7 at the Aalto Theater in Essen, Germany.

Fenomeno embodies a new chapter in Lamborghini’s design language: it celebrates the 20th anniversary of the Centro Stile by introducing the concept of hyper-elegant design, where every element is reduced to its essence and combines formal purity with maximum functional effectiveness.

The front end stands out with a bold layout featuring large racing-inspired air intakes and an all-new daytime running light signature that pays tribute to the horn featured in the Lamborghini logo. The design also includes references to iconic Lamborghini styling elements such as the Y-shaped graphics, visually connecting the carbon fiber front splitter to the sharply designed headlights.

The side profile is defined by a single continuous line running across the entire car, reinterpreting Lamborghini’s silhouette in a contemporary way while recalling the long tail design of the Essenza SCV12. The launch livery in Giallo Crius emphasizes the upper volumes,

¹ The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage



Media Information

while the lower carbon fiber elements, including racing-derived aerodynamic profiles, actively contribute to performance.

Under the hood, Fenomeno reaches a new technological peak: the most powerful naturally aspirated V12 engine ever created by Lamborghini, is paired with three electric motors for a total output of 1,080 horsepower. Thanks to innovative technologies and lightweight materials combined with exceptional power, Fenomeno is the fastest Lamborghini ever created: it accelerates from 0 to 100 km/h in just 2.4 seconds and from 0 to 200 km/h in 6.7 seconds, reaching a top speed of over 350 km/h. The weight-to-power ratio of 1.64kg/CV also sets a new benchmark for the brand.

With the “Red Dot: Best of the Best 2026” award, Automobili Lamborghini reaffirms its position as a design innovator, guiding the brand into a new era of stylistic vision.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
francesco.colla@lamborghini.com

Social Media & Digital Communication
Chiara Busolo
T +39 340 0791871
chiara.busolo@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Heritage Communication
Enrico Pavesi
T +39 345 6749362
extern.enrico.pavesi@lamborghini.com

Regional Offices

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com