



Automobili Lamborghini celebrates 60 years as an icon

Automobili Lamborghini marks its 60th anniversary in 2023 with a full schedule of events

Sant'Agata Bolognese, February 15, 2023 - Sixty years ago, in an area that at the time was open countryside, construction of the Automobili Lamborghini factory began. The company was established on May 6, 1963, realizing Ferruccio Lamborghini's dream of becoming a manufacturer of sports cars, an industry back then dominated by just a few brands.

Right from the start, the founder and his very young engineers showed a passion for innovation and a desire to disrupt the dogmas of the sports car world, which were truly groundbreaking and led to a radical revolution. These values, which still form the cornerstone of the company today, would lead to the birth of legendary cars such as the Miura, a car which coined the term "supercar" and that has since inspired the entire automotive industry with its spirit and its styling. Over the years, Automobili Lamborghini has continued to evolve, creating icons of unique style, technology and performance, inspiring entire generations and millions of people by sharing its DNA and the values on which it was founded.

On the occasion of its 60th anniversary, Automobili Lamborghini is organizing a series of events worldwide, each unique but all engaging customers and their Lamborghinis; the official Lamborghini Clubs; and the dealerships and fans around the world.

The 60th anniversary celebrations began on January 19 with the opening of the remodeled Lamborghini Museum in Sant'Agata Bolognese, located in the original factory areas. The museum was renovated and rearranged specially for the celebrations with an exhibition entitled *The Future Began In 1963*.

The *Lamborghini Day Japan - 60th anniversary*, to be held on February 23 in Suzuka -Japan, is the first international event to kick off the celebrations. Hundreds of enthusiasts and collectors will gather in one of the most significant markets for the Sant'Agata Bolognese-based company.

In the United Kingdom, Silverstone Circuit will be the venue for *Lamborghini Day UK* on April 29 to celebrate the company's 60th anniversary, with over 300 Lamborghini owners expected to attend.

The next important event will be the *60^o Anniversario Giro* tour in Italy that will end on May 28 in the main square of Bologna with the *Concorso in Piazza*: a concours d'elegance and festive party open to the public, at which hundreds of Lamborghinis, collectors and fans from all over the world will gather to celebrate the illustrious history of the brand.

In the United States, the most important market for Automobili Lamborghini, the "*60th Anniversary Giro*" is scheduled this summer.

Come September, 60th Anniversary celebration continues in Automobili Lamborghini's second largest single market in Chinese Mainland where Lamborghini customers will participate in its



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signature “*Giro China*” for the ninth consecutive year. Over 100 Lamborghini owners and enthusiasts will gather to round up the celebration with the “60th Anniversary Gala Dinner”.

As well in September, Lamborghini Polo Storico, the division responsible for the protection, preservation, and restoration of the brand’s motoring heritage, plans to organize the “60th Anniversary Polo Storico Tour” reserved for Lamborghini classic cars in Italy.

In October, the Vallelunga circuit in Rome will host the very first *Lamborghini Festival*. In this grand event, organized for the first time and open to all fans, the House of Sant’Agata Bolognese will celebrate the brand and its track-oriented cars.

Then in November, the *Grand Finals* of the *Super Trofeo Lamborghini*, the one-make championship reserved for the Huracán Super Trofeo EVO2 racecars, gathering cars from three continents, will be held at the Vallelunga circuit in Rome.

The official Lamborghini Clubs around the world, now present in 24 countries with more than 1600 members, are also planning anniversary tours and events in their respective countries, as well as a number of tours in Italy with their final destination the Lamborghini headquarters in Sant’Agata Bolognese.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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