Lamborghini Day Japan 2021 commemorating the 50th anniversary of Countach
Ten Countach models on display and over 70 Lamborghinis parade through Tokyo

*Sant’Agata Bolognese/Tokyo, November 9, 2021* - The Lamborghini Day Japan 2021 was held at Triangular Square, Shinjuku Sumitomo Building in Tokyo on 5 to 6 November. Ten Countach selected from the Lamborghini Countach Contest Japan were exhibited to celebrate the 50th Anniversary of the brand’s iconic classic model, while over 70 Lamborghinis, including 20 Countach cars, paraded through Tokyo. In addition, the Essenza SCV12 equipped with the V12 naturally aspirated engine, boasting the most powerful output in Lamborghini history of over 830 hp, was unveiled for the first time in Japan.

The Countach contest was held online from 8 October to commemorate the 50th anniversary of the birth of Countach, with an entry of 26 Countach models, including Polo Storico-certified cars, from all over Japan. The ten shortlisted Countach cars selected by online voting were exhibited at Lamborghini Day Japan, with a final vote by over 500 participants during six sessions at Lamborghini Day Japan. The car garnering the highest number of votes in each session won the “Best of Countach”. In addition, a 1978 Countach LP400 S was selected as winner of the special jury prize by judges Jun Nishikawa (automobile writer), Shiro Nakamura (automobile designer), and Shiro Horie (Editor-in-Chief of Octane Japan).

Images and videos: [media.lamborghini.com](http://media.lamborghini.com)

For more information on Automobili Lamborghini: [www.lamborghini.com](http://www.lamborghini.com)
Media Information

Automobili Lamborghini S.p.A.
Headquarters

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

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597631
ciara.magnanini@lamborghini.com

Product & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331099142
massimo@delbo.us

Regional
Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
ujet@icc.uk.com

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

Asia Pacific, Chinese Mainland, Hong Kong & Macau
Xian Lei (Norah) 鲜蕾
T +86 13 8118 74497
lei.xian@lamborghini.com

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com