



Media Information

Lamborghini Presents “Lamborghini Countach: Future Is Our Legacy” at The Wolfsonian- FIU Museum during Art Basel Miami

Exhibition highlights Automobili Lamborghini’s “Direzione Cor Tauri”, a landmark transformation plan mapping the brand’s sustainability path

Sant’Agata Bolognese/Miami, FL December 2, 2021 - On the occasion of Art Basel Miami, Automobili Lamborghini is proud to feature the exhibition “Lamborghini Countach: Future Is Our Legacy” at The Wolfsonian-FIU Museum in collaboration with the Consulate General of Italy. Located in the heart of the Art Deco District in Miami Beach, the Museum’s second floor gallery has been transformed for guests to experience Lamborghini’s holistic approach to sustainability and the design evolution of the brand via the iconic Lamborghini Countach.

A 1986 Lamborghini Countach LP 5000 QV serves as the centerpiece of the gallery as guests travel through the exhibition starting with a history of the Countach models, then visiting the vintage sketches, the path to sustainability corner and completing the experience with imagery of the new Lamborghini Countach LPI 800-4. This latest Countach LPI 800-4 is a second step after the Lamborghini Sian towards hybridization, one of the ambitious goals of *Direzione Cor Tauri*, targeting 50 percent fewer CO₂ emissions by 2025 with a fully plug-in hybrid model lineup, and the first fully battery electric Lamborghini following in the second part of this decade.

Lamborghini challenges the status quo more than ever before with an urgency as unstoppable as the cars that bear the name. The hybrid-powered Lamborghini Countach LPI 800-4, unveiled in 2021 on the 50th anniversary of the original LP 500, is a testament to the enduring impact of the world’s first super sports car, and it is yet another success on Lamborghini’s route toward electrification. Engineered for a new era, the LPI 800-4 is a showcase for the latest Lamborghini innovations pioneering hybrid technology in concert with its V12 heart.

“Bringing the past to the present, this exhibition demonstrates how Lamborghini has consistently pushed beyond what is possible and still does so today with an ambitious plan for electrification,” states Stephan Winkelmann, Chairman and Chief Executive Officer of Automobili Lamborghini. “With ground-breaking design and modern aesthetic being integral to Lamborghini’s DNA, Art Basel Miami is the perfect environment in which to illustrate this journey and we are privileged to exhibit within such a prestigious museum as The Wolfsonian-FIU.”

“It is indeed a pleasure to renew the partnership between the Consulate General of Italy in Miami and Lamborghini, showcasing the iconic vintage Countach. Lamborghini has longstanding experience in manufacturing timeless cars in the heart of Italy’s Motor Valley. Its motoring legends encompass both tradition and innovation with distinctive design. Alongside its core business, the company has committed to an all-round environmental



Media Information

policy that includes CO2 emission reduction and an intensive recycling of waste materials,” remarks Cristiano Musillo, Consul General of Italy in Miami. “Through the display of Italian design objects, this exhibition presents innovative eco-friendly industrial design, created through conservation of energy and recycling of used materials.”

The 1986 Lamborghini Countach LP 5000 QV and exhibition will be on display through December 5, 2021.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A. Headquarters

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

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

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331619942
massimo@delbo.us

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

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
juliet@jjc.uk.com

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

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 +658711 1329
alethea.tan@lamborghini.com

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