Lamborghini Showcases Bold Italian Design
At Private Lounge During Monterey Car Week 2022

Newly unveiled Urus Performante highlighted alongside an array of current models

Sant’Agata Bolognese/Pebble Beach, 20 August 2022 - Automobili Lamborghini, for the third year running, welcomes VIP guests to the exclusive Lamborghini Lounge Monterey, a private villa which has been transformed into an immersive brand experience reflecting modern Italian heritage.

The Lounge Monterey, set overlooking the iconic 18th fairway of Pebble Beach Golf Links, provides a spectacular setting within which to display the all-new, record breaking Urus Performante that just launched at The Quail, A Motorsports Gathering. The ‘fun to drive’ performance super SUV shines amidst an array of Lamborghini models including the powerful Aventador LP 780-4 Ultimae, the race-inspired Huracán STO and the new Huracán Tecnica.

In the back garden, the 'Minotauro' Huracán EVO, hand-painted by internationally acclaimed artist Paolo Troilo, expresses the dynamic energy and raw emotions he experienced while driving the vehicle. With powerful imagery, the art piece brings together “man” (the male figure painted on the car’s body), “bull” (Lamborghini’s emblem), and “myth” (the EVO’s dashing abilities) - Minotaur, Minotauro. Paolo Troilo will also complete an original artwork in front of guests at the Lounge Monterey, starting with a blank canvas and painting with his fingertips, a signature technique that has made him unique in the art world.

In the dedicated Ad Personam studio, clients can customize and order the Lamborghini of their dreams. They have the option to choose from countless assortments of exterior colors, interior upholsteries, finishes and details and then visualize the finished product using the virtual configurator.

Mitja Borkert, Head of Design, from the company’s headquarters in Sant’Agata Bolognese will also present live sketching from the Ad Personam studio, while Lamborghini’s resident chef serves Italian culinary delights, highlighting the best of “Made in Italy.”

Guests can enjoy personalization experiences with a dedicated fragrance bar where they work with an expert perfumer to customize their own unique fragrance. Additionally, at the leather bar, travel accessories can be monogrammed on-site for a special take away.

The Lamborghini Lounge Monterey is open by invitation only to owners, VIPs, media and friends of the brand through Sunday, August 21, 2022.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com
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