



Media Information

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



Media Information



Automobili Lamborghini S.p.A. Headquarters

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

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.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 3331619942
massimo@delbo.us

Regional Offices

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

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

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

Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

India
Meghana Dave
T +91 96194 07009
extern.meghana.dave@lamborghini.com

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

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