



## Media Information

### **Lamborghini Esperienza Giro India 2023: a royal adventure celebrating 60 years of excellence**

New Delhi, 10 October 2023 - Lamborghini Esperienza Giro India, the epitome of a luxurious and lifestyle experiential driving program, has concluded amidst the grandeur of Rajasthan. Celebrating the brand's 60<sup>th</sup> anniversary, this year's theme immersed Lamborghini owners in the regal splendour of Rajasthan, allowing clients to explore the heart of India's royal heritage in their Lamborghini.

Esperienza Giro India 2023 unfolded as an extraordinary adventure, exclusively tailored for Lamborghini customers on a route that wove through resplendent royal palaces to awe-inspiring sand dunes, driving on the most spectacular roads across the mesmerising Golden City of Rajasthan.

The convoy, comprised of more than 60 Lamborghini cars, reawakened everyone's senses with the curated routes that traversed the heart of India's royal heritage, with a picturesque backdrop of the Thar Desert. The journey began at the magnificent Jodhpur and culminated at the enchanting Palace in Jaisalmer.

This year's Esperienza Giro India allowed clients to indulge in the rich tapestry of Rajasthan's cultural heritage while reveling in the unmatched performance and luxury of their Lamborghini. The event underscored Lamborghini's commitment to delivering exceptional experiences that go beyond driving, forging enduring connections between the brand, its owners, and the remarkable world they explore together.

*"Esperienza Giro India 2023 was a celebration of Lamborghini's 60 years of excellence, a journey that allowed our valued customers to experience the opulence and majesty of Rajasthan, which resonates with Lamborghini's own heritage of luxury and performance. We are delighted to have created memories that will last a lifetime and strengthen the bond between Lamborghini and its loyal enthusiasts,"* said Sharad Agarwal, Head of Lamborghini India.

Lamborghini Esperienza Giro India was first introduced in 2019 where the first edition saw over 30 cars drive in convoy all the way from Bengaluru to Coimbatore to Ooty. The second event in 2021 welcomed more than 50 Lamborghini owners travelling from Delhi to NH48, passing through the picturesque city of Chandigarh en route to Shimla. This year's Esperienza Giro gave all participants the opportunity to celebrate Lamborghini's 60<sup>th</sup> anniversary while inspiring fans and enthusiasts across the country with its extraordinary cars and unique experiences that are a signature of the Italian super sports car marque.

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