



2023 Lamborghini Esperienza Giro Southeast Asia

Inaugural event in celebration of Automobili Lamborghini's 60th anniversary

Malaysia/Singapore/Thailand, 18 October 2023 - The inaugural Southeast Asia edition of the Lamborghini Esperienza Giro kicked off with a convoy of over 40 Lamborghini super sports cars and super SUVs from Malaysia, Singapore, and Thailand, bringing together over 100 customers from across Southeast Asia for an unforgettable three-day journey from Penang, the Pearl of the Orient, to Kuala Lumpur, the dynamic capital of Malaysia.

Celebrating 60 years of Lamborghini, the event allowed guests to enjoy a panoramic driving experience, indulge in exclusive cocktail receptions and Michelin-starred cuisines, before retreating to luxurious five-star accommodation over the course of the tour.

The driving commenced in Penang, a state steeped in rich cultural heritage, and continued to Ipoh on day two, where guests were welcomed by a tranquil oasis of natural hot springs, caves, and lush gardens. The convoy then proceeded to Genting Highlands to experience breathtaking mountain scenery and vibrant entertainment. The journey concluded in Kuala Lumpur, the dynamic and pulsating heart of Malaysia, where the capital's charm lies in its unique blend of tradition and innovation, narrating a story of progress from its colonial past to its status as a modern metropolis.

On the second night of the tour, an art piece entitled "Weaving the Future", was unveiled in celebration of Lamborghini's 60th anniversary. Created by international artist and sculptor Michelle Yap, the work blends Malaysian artisan craft with the avant-garde future of Lamborghini, artistically recreating the Lamborghini Revuelto, the marque's first V12 High Performance Electrified Vehicle (HPEV). Incorporating colored LED cords and using age-old weaving techniques from Malaysia's indigenous tribes, Yap has skillfully created a piece layered with meaning, history and futurism, mirroring Lamborghini's evolution over the last six decades characterized by innovation, design, and performance.

Francesco Scardaoni, Regional Director of Automobili Lamborghini in the Asia Pacific region said; "Every Esperienza Giro is a unique driving experience for our customers, and I am extremely pleased to present the first-ever Southeast Asia edition in celebration of the brand's 60th milestone. We are proud to welcome so many loyal Lamborghini owners from across different Asian cities, and look forward to creating further authentic lifestyle driving experiences and events for our customers to look forward to in the future."

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

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

Brand & Corporate Communication
Camilla Manzotti
T +39 051 9597611
camilla.manzotti@lamborghini.com

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

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

Corporate Publishing
Barbara Grillini
T +39 051 9597459
barbara.grillini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

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

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

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

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

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