



Automobili Lamborghini supports Movember for the third year in a row

Numerous initiatives in the month of November in favor of the men's health charity

Sant'Agata Bolognese, 3 November 2023 - Since 2021, for Automobili Lamborghini the month of November translates into Movember. Once again this year, the House of Sant'Agata Bolognese will support this organization's initiatives that aim to inform and raise funds worldwide for the treatment of certain men's health issues. To spread the message, each year Movember encourages anyone who wants to be an advocate for these issues to grow a mustache as a distinctive sign of support.

Movember was founded in London in 2003 with the goal of supporting activities raising awareness of men's health around important issues such as prostate cancer, testicular cancer, mental health and suicide. To date, it is the leading charity addressing these issues and has organized more than 1,300 projects around the world, with the aim of making its work known to the largest number of people and raising funds to support innovative research that has an impact at both local and global levels.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, remarked: *"Our contribution to Movember continues for the third year in a row and we do so with great awareness and with the hope that important goals will be achieved thanks to our support. Every single action taken globally and locally can help raise awareness of men's health issues and raise funds. We are truly proud that our contribution will make it possible for Movember to continue to perform a crucial service supporting the global male population."*

As in previous years, in 2023 Lamborghini will once again call on its customers and dealers around the world to organize the "Bull Run" rallies that will set off from the various dealerships on the five continents to then parade through their respective cities to spread the message of Movember. This special initiative, involving more than 800 Lamborghini cars around the world, will run throughout the month of November, and for the occasion the cars will also "wear" mustaches that owners apply to their hoods on the day of the parade.

The 2023 edition will also involve some new initiatives to give maximum visibility to Movember's activities. For example, the House of Sant'Agata Bolognese has launched a collaboration with the Bologna Football Club to spread the Movember messages even more widely. On Friday 3 November during the Bologna - Lazio Series A soccer championship match, a Huracán Tecnica will be positioned near Bologna's Renato Dall'Ara stadium. The car will be decorated with multiple QR Codes that will link to exclusive social media content and previously unpublished interviews with players on the importance of mental health and the topic of cancer prevention.

Movember is universal, not just for men. It is a movement designed for health, and the organization's invitation to participate is open to everyone. This means not only raising awareness but also showing solidarity, so once again this year Automobili Lamborghini launched a fundraising campaign on the official Movember website ([LINK](#)), the proceeds of which will be donated entirely



Media Information

to the charity and earmarked for research and treatment of the diseases it supports. To donate or learn more, please visit Movember.com.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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