



Lamborghini Esperienza Giro Japan 2024

Lamborghini Japan organizes a driving tour around the main island and Surrounding Islands of Okinawa

Tokyo, 29 April 2024 - Automobili Lamborghini Japan kicked off the Lamborghini Esperienza Giro Japan – an unforgettable three-day journey covering driving routes on the main island of Okinawa and the surrounding islands. Over 20 Lamborghinis travelled from the southern to northern part of Okinawa with the beautiful ocean as the backdrop. Lamborghini Esperienza Giro Japan conducted an island hopping tour, visiting not only the main island of Okinawa but also Sesoko Island and Kouri Island, which can be reached by bridge from the main island, to fully enjoy Okinawa's rich nature and culture.

Lamborghini Esperienza Giro is a driving tour where Lamborghini owners drive around beautiful locations in countries around the world such as Italy, USA and China. As an iconic annual event in Japan, the tour has been held for seven consecutive years since it started with the first one being held in Nagoya & Osaka in 2017. Last year in 2023, the tour was held in Kyoto & Nara, and the current tour in Okinawa. Lamborghini Esperienza Giro Japan is designed for Lamborghini owners to enjoy an unparalleled driving experience with their Lamborghini cars while exploring most spectacular places and roads in the driving tour.

This year, over 20 Lamborghinis gathered in Okinawa, including Huracán Sterrato¹ – the very first Lamborghini all terrain super sports car, Urus Performante² – a more sporty version of the absolute all-round super sports car, Countach LPI 800-4³ – which was developed in commemoration of the 50th anniversary of Lamborghini Countach that made its debut in 1971, and Huracán STO⁴ – a road model that was developed using the high technological power and knowhow of Squadra Corse, which is Lamborghini's motor sports department.

With Okinawa that is surrounded by clear seas and abundant nature as the stage, over 20 Lamborghinis covered a total distance of 300km. On the first day, Wednesday 24th April, the Lamborghinis gathered at "Ryukyu Hotel and Resort Nashiro Beach" and Lamborghini Esperienza Giro Japan 2024 opened with a performance of Japanese Taiko drums. The first day of the driving tour covered a course that let the owners enjoy the south of Okinawa, starting off from Ryukyu Hotel and Resort Nashiro Beach, with stopovers at Uminoeki Ayahashikan in Uruma City and "CAVE CAFE" which is located in a limestone cave, an extremely rare location for a cafe in Japan, and ending with a drive across Nirai Kanai Bridge in Nanjo City in the south of Okinawa that commands a view across a blue sea that stretches as far as the eye can see. At the welcome party, a variety of drinks and dishes prepared using Okinawan ingredients were provided, and the audience was enlivened by music and dance performances unique to Okinawa. Also, the Revuelto⁵'s

¹ Fuel consumption and emission values of Huracán Sterrato; Fuel consumption combined: 14,9 l/100km (WLTP); CO₂-emissions combined: 337 g/km (WLTP)

² Fuel consumption and emission values of Urus Performante; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)

³ Consumption and emission values of Countach LPI 800-4; Fuel consumption combined: 19,5 l/100km (WLTP); CO₂-emissions combined: 440 g/km (WLTP)

⁴ Fuel consumption and emission values of Huracán STO; Fuel consumption combined: 13,85 l/100km (WLTP); CO₂-emissions combined: 331 g/km (WLTP)

⁵ Consumption and emission values of Revuelto; Fuel consumption combined: 11,86 l/100km (WLTP); Power consumption combined: 10,1 kWh/100 Km (WLTP); CO₂-emissions combined: 276 g/km (WLTP)



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first car for delivery in Japan was presented. This is the new flagship model of Lamborghini's first super sports V12 hybrid plug-in HPEV (high performance Electrified Vehicle).

On the second day, Thursday 25th April, the owners drove through a splendid harmony of shimmering blue seas and mountains covered in fresh green which can only be experienced in Okinawa. They were then headed to Sesoko Island, a remote island that can be reached by car from the main island. For lunch, the owners enjoyed steak and seafood at "Sisuco Grill," a restaurant in Hilton Okinawa Sesoko Resort. Following that, they crossed "Kouri Big Bridge," a 1,960m long bridge built over a shimmering royal blue sea, and made a stop at "Kouri Ocean Tower" on Kouri Island in the north where they can enjoy the beauty of the sea and take in the scenic views in the northern part of Okinawa. The second day of the tour ended when they moved on to "The Ritz Carlton Okinawa" which was the place of accommodation for the second night. At the dinner, the head chef of "Gusuku," a signature restaurant of The Ritz Carlton Okinawa, curated an authentic Okinawan dinner, especially for the group, and pairing it with high quality sake. As a finale, the participants enjoyed a special exclusive firework display that was set off the night sky of Okinawa and ending the second day in a spectacular atmosphere.

On the final day, Friday 26th April, the participants set off for Cape Hedo at the northernmost tip of the Okinawa main island, where they can enjoy a different view of the sea in Okinawa from a wild and desolate cliff. After the owners finished driving across the roads in the northern region of Okinawa, they returned to The Ritz Carlton Okinawa, where they had stayed on the second night, and enjoyed a sumptuous lunch at a restaurant in the hotel, "Chura Nuhji." Following that, the entire program for the tour ended with a closing ceremony where the owners were congratulated for completing the tour.

Head of Lamborghini Japan, Davide Sfrecola, commented "*Lamborghini was born as a dream car, and for it to stay as a dream car, we place great importance on staying in touch with our customers through various services and events even after they have bought their cars. At this year's Lamborghini Esperienza Giro Japan, which is the seventh one, I am very happy to meet Lamborghini owners in Okinawa where nature is in abundance. By taking the driving tour with them, we learned many things from our customers, and we could also see with our eyes the joy from their hearts when they are driving their Lamborghinis. Furthermore, the local Okinawa people got to see successive generations of iconic Lamborghinis driving through their town, and I believe people of different generations enjoyed it. In future, we will continue to provide opportunities for more people to experience the splendor of the Lamborghini dream car and the joy of driving a Lamborghini*".

Photos and videos: media.lamborghini.com

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