



“The Touch: The Power of Emotions”

Automobili Lamborghini’s video for the European Month of Diversity

Sant’Agata Bolognese, May 14, 2024 – Expressing emotions through mere touch of the hands, describing what cannot be seen with the eyes. These are the themes addressed in the new Automobili Lamborghini video that shows how each emotion is unique, just as the way to express it is unique. “The Touch: The Power of Emotions”: the video coincides with the European Month of Diversity, highlighting the attention the Sant’Agata Bolognese company dedicates to the issues of diversity and inclusion.

The video, for which Automobili Lamborghini would like to thank UICI (the Italian Union of the Blind and Visually Impaired ETS - APS), describes the sensations experienced by the protagonists when touching a Huracán Tecnica¹. Every intensity of emotion, detected through sensors attached to their hands, corresponds to a different color because, as one of them says, “*touching means gaining access to all forms of knowledge.*”

The video was inspired by a real event at Bologna Guglielmo Marconi Airport when Luca Grasso, Director of Polo Tattile Multimediale in Catania (a multimedia touch center for the blind and visually impaired), was refused the chance to touch a Lamborghini on display there. This episode motivated Automobili Lamborghini to make contact with the Milan branch of the UICI and work on this project together.

The initiative is part of Lamborghini’s commitment to promoting inclusion, making its history and products accessible to an increasingly wide audience. Since 2019 the Lamborghini Museum has offered a series of events in which visits are conducted in Italian Sign Language (LIS), with a certified LIS interpreter, in a journey to discover the history and the technological innovations of the masterpieces made in Sant’Agata Bolognese.

From June 2024 people who are blind or visually impaired can enjoy visits to the Lamborghini Museum. Guests will have the opportunity, by reservation, to participate in guided tours where they can touch models on display and experience the world of Lamborghini through the sensations created by physical contact with the cars.

For information and reservations for guided tours of the Lamborghini Museum, please send an email to visit@lamborghini.com.

Link to video part one on YouTube: <https://youtu.be/ndbsc2df7Vg>

Link to video part one with *audio description*: https://youtu.be/AolGHb5t_7I

Link to video part two on YouTube: <https://youtu.be/7419BX3KYEk>

Link to video part two with *audio description*: <https://youtu.be/Gd5rWbQj6M8>

¹ Fuel consumption and emission values of Huracán Tecnica; Fuel consumption combined: 14,5 l/100km (WLTP); CO₂-emissions combined: 328 g/km (WLTP).



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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