

Media Information

Automobili Lamborghini and Lavazza

A new partnership between two brands that epitomizes everything that “Made in Italy” means worldwide

Sant’Agata Bolognese, 11 June 2024 - Automobili Lamborghini and Lavazza, two exponents of Italian excellence in their respective fields, have joined together in a partnership.

Automobili Lamborghini, an iconic name in luxury super sports car production, and Lavazza, one of the world’s prominent coffee manufacturers, are proud to announce an exclusive new partnership. The two renowned brands act as ambassadors for Italy on the global stage and, always looking to the future, they are both devoted to the tireless pursuit for quality.

The agreement was signed at Automobili Lamborghini’s historic headquarters in Sant’Agata Bolognese. It will set in motion a series of events and initiatives that will highlight and showcase not only products by the two brands, but also their shared dedication to excellence and unique experiences.

Lavazza will take part in Automobili Lamborghini events in Italy and worldwide, offering people the chance to relish truly exceptional coffee. In addition, visitors to the Automobili Lamborghini Museum will get the chance to enjoy Lavazza coffee while exploring the most iconic models ever made, and company employees will have a special area where they can take first-rate coffee breaks. As well as reinforcing their positions in the international market, the synergy between Automobili Lamborghini and Lavazza opens up new horizons for unique brand experiences.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini said: *“We are delighted to announce our collaboration with Lavazza, uniting two Italian excellences in a common project. Automobili Lamborghini has always been committed to ensuring a quality experience for everyone who approaches the brand. The partnership with Lavazza represents an opportunity to bring the Italian experience to our customers, visitors, and fans around the world.”*

Antonio Baravalle, CEO of Lavazza said: *“This partnership represents a special moment for two companies that have always aimed for excellence. The affinities between Lavazza and Automobili Lamborghini are many: both are ambassadors of Italian style around the world, both share a history of success and a constant commitment to quality. We are thrilled to join forces to continue to inspire with our shared values, in Italy and abroad.”*

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INFORMATION ON AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant’Agata Bolognese, near Bologna, Automobili Lamborghini is an iconic name in luxury supersports car production. With legendary models like the Miura, Countach and Aventador, and limited editions such as the Reventón and Sesto Elemento, Automobili Lamborghini continues to innovate and shape the industry. There are three main models in the current range: Huracán, Urus (the world’s first super SUV), and Revuelto (the first V12 HPEV - High Performance Electrified Vehicle). With approximately 2,400 employees, a network of 184 dealers in 54 countries and more than 10,000 vehicles delivered in 2023, Automobili Lamborghini is a global player in the luxury automotive sector. Through the “Direzione Cor Tauri” program, the company has committed itself to a sustainable future, with complete hybridization of the range by the end of 2024. It embodies the mission “Driving humans beyond” and its values: “brave”, “unexpected” and “authentic”.

INFORMATION ON LAVAZZA

Founded in Turin in 1895, Lavazza is an Italian coffee manufacturer that has been owned by the family of the same name for four generations. The Group is now one of the biggest players on the global coffee scene, with a turnover of more than €3 billion and a portfolio of leading brands in their respective markets, such as Lavazza, Carte Noire, Merrild and Kicking Horse. Operating in all business segments, it can be found in 140 markets and has eight production facilities in five countries and approximately 5,500 members of staff all over the world. Lavazza’s global presence is built on more than 125 years of growth. It now makes more than 30 billion cups of coffee every year, underlining just how successful it has become. It continues to endeavor to provide the best coffee possible in all forms, taking great care over every part of the supply chain, from selection of raw materials to the coffee in the cup. The Lavazza Group has revolutionized coffee culture thanks to its regular investments in Research and Development: from the inspired idea that marked the company’s first success – coffee blends – to the development of innovative packaging solutions; from the first espresso drunk in space to the dozens of industrial patents it has developed. Its aptitude for being ahead of its time is also reflected in its focus on economic, social and environmental sustainability, which has always helped to steer its business strategy. “Awakening a better world every morning” is the purpose of the Lavazza Group. It aims to create sustainable value for its shareholders, staff, consumers and the communities in which it operates, combining competitiveness with social and environmental responsibility.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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