



## Lamborghini Esperienza Giro 2024 in Langhe, Piedmont

### A three-day super sports car driving experience immersed into authentic Italian culture

*Sant'Agata Bolognese, 4th July 2024* – Lamborghini super sports car owners from across Europe took part in Esperienza Giro, an exclusive driving tour exploring and celebrating the beautiful area of Langhe, in Piedmont, northern Italy. Participating clients enjoyed luxurious accommodation, exceptional authentic dining, and immersion into the Piedmont region's culture, traditions and terrains, during the exclusive VIP experience created and hosted by Automobili Lamborghini.

Il Boscareto Resort and Spa, nestled between the hills of Serralunga d'Alba, provided an exceptional and luxurious setting for guests. The Lamborghini clients were welcomed with a two Michelin-starred dinner designed by chef Michelangelo Mammoliti in Rei Natura restaurant, which embraces the concept of natural elements found in the region in both its interior design and in the chef's cuisine.

Covering a total of 488 kilometers over the coming days, Lamborghini guests started their touring experience with a drive to the medieval Castello di Prunetto, where they indulged in a specially-curated hazelnut tasting experience: a delicacy of the region. The super sports cars then headed off to Pico Maccario winery, famed for its innovative approach to winemaking, its picturesque vineyards and for producing Cru Cannubi: a bottle of which is recognized as the oldest in Italy (dated 1752), and considered one of the most important vineyards in the world. Set in rolling vineyards punctuated with the famous Pico colored pencils, denoting the different varieties of grapes and wines, the Lamborghini owners enjoyed a private tour of the production facilities and a lunch before heading back to Il Boscareto. The day ended at the remote 11<sup>th</sup> century Castello di Grinzane Cavour, a site of significant importance in Italian history and owned over the centuries by several noble Piedmontese families where guests attended a dinner in a medieval setting entertained by flag-throwers and a falconry performance.

The following day saw the group set off on an exhilarating drive through mountain scenery, with a coffee stop at BAart in Agliano Terme, a village in a region famed for its Barbera grape winemaking and gastronomy. BAart, located inside the deconsecrated Chiesa di San Michele, is a community project showcasing the intersection of contemporary art and traditional flavours of the region in a unique cultural experience. Journeying onwards the colorful caravan of cars stopped at Castello di Razzano, a historic estate with roots dating back to the 17th century, for a private lunch featuring local products including the castle's own olive oil. A private dinner at the nearby Winery Cecilia Monte saw guests savouring typical Piedmontese dishes, before participating in a unique workshop where guests explored their creativity by trying out new artistic techniques using wine as paint.

Heading off on day four the Lamborghini owners arrived at Santuario dei Piloni for a mid-morning stop, in a craggy, rural area famed for its history and traditions; here, participants engaged in a truffle hunting experience with dogs, culminating with a tasting of the finest truffle. The tour concluded with a drive to Pollenzo, an ancient city on the banks of the Tanaro river and the home to the University of Gastronomic Studies. Reflecting the university's dedication to culinary excellence, guests experienced a private lunch of Piedmontese specialities next door at Scuderie Sabaude, where the king of Italy's stables once stood.



## Media Information

Like each edition of Esperienza Giro, Lamborghini guests in Langhe enjoyed a holistic journey incorporating the exceptional and emotional performance of Lamborghini super sports cars, while celebrating the enduring allure of local cultural experiences, exceptional cuisines and Italian heritage.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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