



## **Partnership between Automobili Lamborghini and Macron kicks off**

### **The sportswear company will fit out the Sant'Agata Bolognese automaker's Squadra Corse**

*Bologna, 15 July 2024* – Automobili Lamborghini and Macron have announced a partnership in which the Italian super sports car company and the leading sportswear company will be united under the banner of quality, innovation, performance and Italian style. The first chapter of the collaboration, which will be expanded with further initiatives over time, features Squadra Corse, Lamborghini's motorsport division.

Macron will accompany Automobili Lamborghini for three seasons, fitting out the Squadra Corse staff supporting the Lamborghini Super Trofeo championships, and the Lamborghini Iron Lynx Team engaged in the FIA WEC and the IMSA Sports car Championship in the hypercar/GTP class. The Lamborghini Squadra Corse team will be provided with Macron apparel that is high-tech and comfortable, featuring meticulous attention to detail and fully expressing the sporting identity of an iconic automotive brand. The uniforms will be made from technical, functional fabrics designed to ensure high performance.

Macron will also be the licensee of the replica version of the Squadra Corse collection, which is sold to fans and enthusiasts worldwide.

The partnership between the two brands was forged based on concepts such as competitiveness, teamwork, and going beyond limits; common pursuits of both Automobili Lamborghini and Macron. In addition to the constant pursuit of excellence, these two companies proudly share deep roots in the same territory, despite an international vision that enables them to export Made in Italy value globally. It is no coincidence that the industrial districts in which Automobili Lamborghini and Macron were born and developed – Motor Valley and Sports Valley in the Emilia Romagna region – represent a point of reference in the world in terms of business acumen, professionalism, passion and creativity.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, remarked: *"For us, this partnership is a natural salute to the world of sport, which in Lamborghini is represented by the motorsport sector. The goal is to create excellent teamwork between our two organizations and to share the future success that we are confident will ensue from this collaboration."*

*"We are happy to announce this partnership with a brand that represents Italian excellence in the world,"* stated Gianluca Pavanello, CEO of Macron. *"Both of our companies have their roots firmly in the same territory, Emilia Romagna. We share the same values of performance and a design-led culture that, along with passion and a culture of hard work, guides us in everything we do. This apparel line is a perfect expression of our shared values, in which attention to detail is the cornerstone of a philosophy that unites us and highlights all-Italian style at its very best."*



## 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".

## MACRON

*We work hard to create cutting edge, high performance sportswear to support athletes from grassroots to professionals in their efforts to become their own hero on and off the field. We strive to build a community that shares our passion for true sport. We believe that high standards of good management, social responsibility and respect for the environment are the way to design the future.*

Macron is a leader in the production and sale of technical sportswear, outfitting more than 90 professional clubs and national federations, with 80% of its revenues coming from abroad and a sales network that comprises over 170 Macron Sports Hubs in more than 30 countries. The company operates in three main business areas: Teamwear, comprising apparel and accessories for team sports (soccer, rugby, basketball, volleyball, baseball, handball, futsal, athletics, etc.), for Padel, where the racquet is also available, Activewear for general physical activities (fitness, running, etc.), and free time apparel with the technically inspired Athleisure collection; Merchandising, for official kits, free time articles and accessories for fans of sponsored clubs and federations; and Individual technical and sports inspired clothing for those who want to wear Macron every day. The new high-end "Beyond Performance" collection called Clubhouse is made of high-quality, innovative performance materials that can be used both on and off the field.

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

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



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Media Events & Brand Extension Communication  
Rita Passerini  
T +39 349 4598271  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Corporate Publishing  
Barbara Grillini  
T +39 366 8778823  
[barbara.grillini@lamborghini.com](mailto:barbara.grillini@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)



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#### Regional Offices

Europe, Middle East & Africa  
Liliya Dovbenchuk  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

United Kingdom  
Juliet Jarvis  
T +44 (0) 7733 224774  
[juliet@jjc.uk.com](mailto:juliet@jjc.uk.com)

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

Chinese Mainland, Hong Kong & Macau  
Ma Weichao (Ms.) 马唯超  
T +86 138 1009 5399  
[weichao.ma@lamborghini.com](mailto:weichao.ma@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +65 8711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

Japan  
Yasuki Yamagishi  
T +81 801 1343 7756  
[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)