



Lamborghini Esperienza Giro India 2024: A Thrilling Journey Through The Land of Gods

70 Lamborghini supercars traverse over breathtaking landscapes of Uttarakhand, Northern India

India, 30 September 2024 – Lamborghini Esperienza Giro India, the epitome of luxury and lifestyle experiential driving program, has successfully concluded amidst the breathtaking landscapes of Uttarakhand. This year, Lamborghini owners were immersed in the spiritual and scenic grandeur of “The Land of Gods” or “Devbhoomi” as they navigated through some of the most picturesque destinations in Uttarakhand including Rishikesh, Mussoorie, and Haridwar.

Exclusively tailored for Lamborghini owners, Esperienza Giro India 2024 unfolded as an extraordinary adventure, weaving customers through the serene Himalayan foothills, winding roads, and awe-inspiring views. The breathtaking journey took participants to explore the beauty of Uttarakhand in their Lamborghinis, where they can feel the thrill of driving their super sports cars and super SUVs on a rugged terrain which for many guests is their first time driving on this scenic route.

The convoy, comprising of 70 Lamborghini cars, with around 130 customers and guests reawakened the senses of every participant with meticulously curated routes that traversed the heart of Uttarakhand, providing a picturesque backdrop of misty hills, winding rivers, and dense forests. The journey commenced in Delhi and culminated with an exclusive soiree in the serene surroundings of Dehradun. Throughout the expedition, participants relished the thrill of driving their Lamborghinis, immersing into the rich gastronomic culture, history and heritage through authentic and unique experiences. From musical performances to traditional contemporary folk tunes and a mesmerizing display of light show, the participants were treated to enjoy a holistic journey incorporating exceptional unparalleled driving and emotional experience while celebrating the local cultural experiences, exceptional cuisines and Italian heritage.

Esperienza Giro India invites customers into the World of Lamborghini, offering them an unique opportunity to indulge in Uttarakhand’s natural beauty while revelling in the remarkable performance and driving pleasure of their Lamborghinis. The event underscored Lamborghini’s commitment to delivering exceptional experiences that go beyond driving, forging enduring connections between the brand, its owners, and the awe-inspiring landscapes that they explore together.

“The 4th Edition of Esperienza Giro India is designed for Lamborghini owners to fully experience the outstanding performance and agility of their Lamborghini cars with a road trip through the tranquillity and majesty of Uttarakhand, providing our customers with a one of a kind experience. We are delighted to share the Lamborghini passion with our customers by creating unforgettable memories that customers look forward to participate the Esperienza Giro India every year,” said Francesco Scardaoni, Region Director of Automobili Lamborghini Asia Pacific.



Media Information

Lamborghini Esperienza Giro India was first introduced in 2019, where the inaugural edition saw over 30 cars driving from Bengaluru to Coimbatore via Ooty. In the second edition, organized in 2021, the brand witnessed increased participation with over 50 Lamborghini owners traveling from Delhi to NH48, passing through the picturesque city of Chandigarh en route to Shimla. The third edition last year witnessed the customers immersed in the regal splendour of Rajasthan. Now in its fourth edition, Esperienza Giro India 2024 exemplified Lamborghini's commitment to innovation and passion, inspiring fans, and dreamers nationwide with extraordinary cars and unique experiences that blend luxury, performance, and unforgettable journeys.

Photos and videos:

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

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

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

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us