



Media Information

#SheDrivesaLambo – next level

Lamborghini's celebration of women

Sant'Agata Bolognese, October 17, 2024 – Automobili Lamborghini proudly hosted the exclusive #SheDrivesaLambo event, bringing together an all-female group of inspiring journalists and influencers from across Europe, the Middle East and Africa for a one-of-a-kind immersion into the world of Lamborghini, with a special focus on celebrating women and womanhood.

Starting at the heart of Lamborghini's headquarters in Sant'Agata Bolognese and continuing across the breathtaking landscapes of Tuscany, #SheDrivesaLambo spotlights the dynamic role of women in the automotive industry. The event offered participants a first-hand experience of Lamborghini's performance-driven lineup, including a presentation of the revolutionary Temerario¹, the new Urus SE², and the limited-edition Revuelto³ Opera Unica. The event served as a platform for discussions on female empowerment, breaking stereotypes, and redefining the perception of high-performance vehicles.

"Lamborghini is more than just a symbol of power and luxury—it's a brand that stands for pushing boundaries and redefining expectations," said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *"With #SheDrivesaLambo, we wanted to demonstrate our commitment to diversity and inclusivity and showcase how our brand resonates with women who are as bold and uncompromising as our cars."*

The two-day event featured a series of unique activities on the first day, including a design workshop with the Color and Trim team, production line visit, a customer-like Ad Personam experience; engaging dialogues with Lamborghini's female experts in motorsport and technology; a soul-nourishing yoga session with a yoga master; and a picnic in the Lamborghini Museum, surrounded by eclectic and legendary pieces of automotive art. The second day was packed with fun and excitement, taking the group on a drive through picturesque Tuscan routes, followed by an inspiring workshop on photography.

Senior Lamborghini engineer Elena Del Monte, Head of body in white, trims & composite, spoke about the challenges female engineers face in earning the esteem of their colleagues and becoming role models for the next generation of women engineers. *"As a woman representing a small field in this vast and beautiful automotive sector, I couldn't be happier to share my experiences and receive valuable feedback from empowered and courageous women,"* Elena said. *"It's inspiring to see more women entering the automotive world, challenging the status quo, and shaping the future of high-performance engineering. I am proud to be part of this journey, and I hope to see even more women in this space, pushing the boundaries of what's possible."*

¹ The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage

² Consumption and emission values of Urus SE: Combined fuel consumption: 2,08 l/100km; Combined power consumption: 39,5 kWh/100 Km; Combined CO₂ emissions: 51,25 g/km; Combined CO₂ efficiency class: B; Combined fuel consumption with discharged battery: 12,9 l/100km; CO₂ efficiency class with discharged battery: G; [WLTP]

³ Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO₂-emissions combined: 276 g/km (WLTP)



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Dakar rally driver Rebecca Busi, also a Lamborghini Squadra Corse driver, reflected on overcoming obstacles even before she began competing in desert rallies. *“It has been, and will continue to be, a long and challenging, but amazing and inspiring path,”* said Rebecca. *“I am happy I shared my fears and victories with women who inspire me and show me that everything I’m going through is more than worth it.”*

Upon the arrival of the group in Tuscany, after 400 km of driving, they met the renowned Italian photographer Anna Di Prospero, who hosted an inspiring workshop on photography, sharing insights into balancing motherhood with a successful career. *“I’ve always followed my passion, using photography to show the beauty my eyes see,”* said Ana. *“It’s challenging, and everyone has their own taste when it comes to appreciating photography, but I’ve never given up on any challenge. From being young to being a woman and having children, it has only given me more strength rather than stopping me from pursuing something I love.”*

The highlight of the event was a unique blend of performance and lifestyle, showcasing Lamborghini’s dedication to creating experiences that go beyond the expected and resonate with the bold spirit of those who dare to be different.

With #SheDrivesaLambo, Automobili Lamborghini continues to lead the way in breaking stereotypes and championing diversity within the automotive industry. It is a statement of the company’s ongoing commitment to working toward gender equality. As a society, we are not there yet, but together, we will get there.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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