



Automobili Lamborghini renews its support for Movember for the fourth consecutive year

With the “Bull Run” in Miami marking the official start of the month dedicated to Movember, the Sant’Agata Bolognese-based company has launched various initiatives in support of the association

Sant’Agata Bolognese, November 4, 2024 – For Automobili Lamborghini, November is synonymous with Movember, a month dedicated to raising awareness about men's health. For the fourth consecutive year, the company has developed various initiatives, engaging customers and enthusiasts to draw attention to the charitable organization, contributing to the prevention and treatment of often overlooked male health issues.

Movember was founded in London in 2003 with the goal of supporting activities raising awareness of men’s health around important issues such as prostate cancer, testicular cancer, mental health and suicide. The association invites anyone wishing to support these causes, even symbolically, to grow a moustache during November as a gesture of solidarity. Today, Movember stands as the leading charity in this field, with over 1,320 projects carried out globally.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, says, *“Since 2021, we have supported Movember by engaging our dealers worldwide and raising awareness about men’s health among our customers. We are extremely proud of this partnership, which allows us to give voice to often under-discussed topics. Through our contribution, we are committed to building greater awareness of Movember and these essential topics, allowing the organization to continue playing a crucial role in supporting men’s health worldwide.”*

The first Movember-themed event by Automobili Lamborghini took place on November 2 in Miami, where over 150 Lamborghinis belonging to customers from seven Florida dealers paraded the city's streets as part of the "Bull Run," an iconic Lamborghini rally held by various dealers across five continents. With unmistakable mustache decals on the hoods, the cars traveled through some of the city's most scenic locations, spreading the Movember message and ending the route in iconic Miami Beach.

In addition to involving customers and dealerships worldwide, Automobili Lamborghini has developed a range of activities throughout the month to maximize Movember's visibility. This year’s highlights include an interactive installation hosted at the Lamborghini Museum. Following a “moustache trail” from the museum entrance, visitors will reach a dedicated area featuring a Lamborghini adorned with a moustache and a container filled with nuts. By making a voluntary donation to Movember, visitors can participate in the game, trying to guess the exact number of nuts in the container. The visitor who guesses correctly or gets closest to the correct number will win an Automobili Lamborghini backpack.

Innovation, a hallmark of Automobili Lamborghini, will also play a role. Until 14 November, players of Asphalt Legends Unite, the popular racing video game developed by Gameloft,



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can purchase a special Movember-themed livery with a moustache for the Revuelto¹ and Huracán STO² models directly from the in-game store, created specifically for this initiative.

A month filled with international initiatives and events for Automobili Lamborghini and its global dealers, dedicated to promoting men's health and well-being on a global scale, increasing awareness of crucial issues.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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¹ Revuelto consumption and emission values: Combined fuel consumption: 11.86 l/100 km. Combined energy consumption: 10.1 kWh/100 km. Combined CO2 emissions: 276 g/km. Combined CO2 emission efficiency class: G. Combined fuel consumption with low battery: 17.8 l/100 km. CO2 efficiency class with low battery: G; WLTP

² Fuel consumption and emission values of Huracán STO; Fuel consumption combined: 13.9 l/100km (WLTP); CO₂-emissions combined: 331 g/km (WLTP)