



Automobili Lamborghini, CAPiTA Snowboards, and Union Binding Company hit the slopes with a new snowboard and binding set

Previewed at the Lamborghini Esperienza Neve Yakeshi, the new products represent a fusion of sleek design and high performance

Sant'Agata Bolognese, 10 December 2024 – Automobili Lamborghini is proud to unveil a collaboration that merges the thrill of the slopes with the precision of its engineering. Together with CAPiTA Snowboards and Union Binding Company, the Sant'Agata-based super sports car manufacturer unveiled the CAPiTA Warpspeed | Automobili Lamborghini Snowboard and the Union Falcor | Automobili Lamborghini Snowboard Binding—crafted to inspire excellence and conquer limits. Debuting in preview at the Lamborghini Esperienza Neve in Yakeshi, Mongolia, these snow sports creations bring the company's legacy of innovation and design to the world of snowboarding. With a limited global release of only 200 units, this collaboration is as exclusive as it is groundbreaking.

At the intersection of precision engineering, innovation, and bold creativity, these new products represent the fusion of Automobili Lamborghini's unparalleled heritage in performance and design, CAPiTA's commitment to sustainable manufacturing, and Union's relentless pursuit of performance-driven snowboard bindings.

CAPiTA Warpspeed | Automobili Lamborghini

Produced using 100% clean energy at The Mothership, one of the most technologically advanced and environmentally responsible manufacturing facilities in the industry, the CAPiTA Warpspeed | Automobili Lamborghini snowboard represents a fusion of high-performance design and sustainability. Drawing inspiration from Automobili Lamborghini's iconic design language, the snowboard's tip and tail shapes mirror the sleek lines of the Italian cars, symbolizing a shared commitment to performance and advanced materials innovation.

This collaboration channels Automobili Lamborghini's legacy of relentless performance innovation into the snowboarding world. Engineered with a pure Megacarbon layup, the CAPiTA Warpspeed | Automobili Lamborghini snowboard delivers a featherlight, high-speed, all-mountain experience, allowing riders to dominate new terrain with unparalleled power and sophistication. Available in 154 cm, 157 cm, and 160 cm sizes, this limited-edition snowboard invites riders to conquer the slopes with Lamborghini's signature precision.

Union Falcor | Automobili Lamborghini

Complementing the board, the Union Falcor | Automobili Lamborghini snowboard binding represents the ultimate fusion of lightweight design and high-performance engineering. Featuring the industry's first Forged Carbon highback, these limited-edition bindings combine Union's renowned durability with Automobili Lamborghini's legacy of speed and precision. Whether carving perfectly groomed runs or conquering big mountain terrain, the Union Falcor delivers superior control and stability. Available in men's medium and large sizes, these bindings complete the ultimate snowboarding experience.



Media Information

Together, the CAPiTA Warpspeed and Union Falcor bring Automobili Lamborghini's spirit of innovation and performance to the mountains—crafted for those who demand nothing but the best.

AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is an iconic name in luxury super sports car production. With legendary models such as the Miura, Countach, Diablo and Aventador, alongside limited editions such as the Reventón and Sesto Elemento, Automobili Lamborghini continues to innovate and shape the industry. Today, the fully hybrid lineup includes three main models: the first V12 HPEV (High Performance Electrified Vehicle) Revuelto, the first Plug-in Hybrid Super SUV Urus SE, and the new, class-beating HPEV Temerario. Committed to a sustainable future through the "Direzione Cor Tauri" program, Automobili Lamborghini aims to embody its mission of "Driving Humans Beyond" by embracing the values of being brave, unexpected, and authentic. With approximately 2,500 employees, and a network of 186 dealers in 55 countries, Automobili Lamborghini is a global player in the luxury automotive sector.

UNION BINDING COMPANY

Union Binding Company was founded with a simple yet ambitious mission: to create the best-fitting, highest-performing, and most durable snowboard bindings the world has ever seen. Since its humble beginnings in 2004, Union has evolved into the global leader in snowboard bindings by relentlessly pushing the boundaries of innovation, performance, and design. Union believes that ideas, determination, and people are the core of who they are today and the driving force behind where they're headed tomorrow. Union's headquarters are in Delebio (SO), Italy. For more information, visit www.unionbindingcompany.com.

CAPiTA SNOWBOARDS

CAPiTA Snowboards was founded in Seattle, Washington, USA, in 2000. Believing that snowboarding had become somewhat stale and in need of rejuvenation, CAPiTA was established with the idea that snowboarding was "ours" — run by actual snowboarders. From the beginning, CAPiTA has focused on innovation and continues to maintain a commitment to progression. Today, CAPiTA owns and operates the world's first snowboard manufacturing facility powered by 100% clean energy.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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