



Automobili Lamborghini 'runs' in Activewear with Macron

A new collection combines performance and functionality in the collaboration's second project

Sant'Agata Bolognese, 12 December 2024 – The new Macron Activewear collection for Automobili Lamborghini is launched, expressing innovation, functionality and performance. The second collection from the partnership started in the summer between Macron and Automobili Lamborghini is a perfect synthesis of creativity and passion, essential characteristics for the two companies proudly sharing roots in the same territory: the headquarters of Macron and Automobili Lamborghini are only 30 km apart.

The new Activewear collection represents the perfect encounter between performance and functionality, with fitness and running sportswear designed for both men and women. The garments are made from high-quality technical fabrics that guarantee comfort and freedom of movement. The unique designs are inspired by four iconic Lamborghini colours: Apodis Orange, Vathys Blue, Turbine Green and Pasifae Violet and enriched by embossed graphics, always tone on tone with a hexagonal weave that recalls the leather details of car seats.

The men's collection includes a black rain jacket with Apodis orange detailing with the same colour combination in the turtleneck sweater, while the hoodie is characterized by Turbine green. In all these garments, the Automobili Lamborghini lettering stands out on the back, just below the shoulders and tone on tone. The t-shirts and the sleeveless tank top, which use all four colours both as a base and in the details, are made of new soft jacquard and zephyr softlock fabrics, which are light and comfortable. Shorts and long trousers are also available.

Black and purple Pasifae characterises the entire women's collection, from the rain jacket to the t-shirt, from the bra to the shorts and leggings. Again, the embossed graphics that characterise all the garments recall the hexagonal pattern of leather details found on Lamborghini car seats. Each garment in the new Activewear collection features a back neck customised with the logos of the two brands and the presence, on sleeves or on the thigh edges of trousers, of the Macron Hero and Automobili Lamborghini logos.

The new Macron-Automobili Lamborghini Activewear collection is a celebration of Italian excellence in an exclusive line combining the innovation of Macron with the boldness of Automobili Lamborghini, enhanced by a passion for sport, performance and team spirit. The range is available on the macron.com website in the section dedicated to the Sant'Agata Bolognese company; on the lamborghini.com website; and at the Automobili Lamborghini flagship store in Sant'Agata Bolognese.

AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, in the province of Bologna, Automobili Lamborghini is an icon in the production of luxury super sports cars. With legendary models such as the Miura, Countach,



Diablo and Aventador and limited series such as the Reventón and Sesto Elemento, Automobili Lamborghini continues to innovate and shape the industry. Today, the range comprises three main models: Revuelto, Urus and the brand new Temerario. Committed to a sustainable future through the 'Direzione Cor Tauri' programme, Automobili Lamborghini continues to pursue its mission of 'Driving Humans Beyond' with its values of 'brave', 'unexpected' and 'authentic'. With approximately 2,500 employees, a network of 185 dealers in 54 countries and a record 10,112 cars delivered by 2023, Automobili Lamborghini is a global player in the luxury automotive sector.

MACRON

Macron is an iconic Italian brand in the world of high-performance sportswear that has enjoyed extraordinary growth over the last 20 years. Its success is founded on a relentless passion for innovative design, superior quality and cutting-edge technology. With a deep understanding of the needs of teams, athletes and fans, Macron creates products that inspire people to perform at their best, enhancing team spirit and helping everyone become the best version of themselves.

The name Macron is derived from the Greek prefix 'μακρο' (makro), meaning 'great'. Ambition and commitment to growth are therefore inherent in the name itself. The company logo, the Macron Hero, represents an athlete rejoicing at having achieved his goal and embodies the brand philosophy: #BecomeYourOwnHero. The payoff emphasises that everyone should always strive to become the best version of themselves.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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