



## **A busy 2024 for Lamborghini Polo Storico as it prepares for its tenth anniversary**

### **Lamborghini's heritage department confirmed as a point of reference for collectors worldwide**

*Sant'Agata Bolognese, 13 December 2024* – The year 2024 comes to a close following important work by Lamborghini Polo Storico: it was a year full of activities and awards won in the most prestigious international concours d'elegance that further cemented its role as the point of reference for Lamborghini collectors globally. In 2025 Polo Storico will celebrate its tenth anniversary, a significant milestone that attests to this department's continuous evolution.

*"2024 has been a year both challenging and richly gratifying for our entire team,"* said Alessandro Farneschi, After Sales Director of Automobili Lamborghini. *"Not only have we achieved excellent results commercially in terms of certifications and restorations, but we have also shared and enhanced the history of the brand and our cars with customers and enthusiasts all over the world."*

In February, Polo Storico participated in *The ICE* event held in Saint Moritz, where it showcased two iconic models from the Lamborghini Museum on the frozen lake: a 1973 Jarama S and a 1968 400 GT 2+2, both equipped with the legendary Lamborghini V12 engine.

In March, on the 60th anniversary of the 350 GT, Lamborghini's first production car was taken to Geneva to commemorate the model's debut at the 1964 Motor Show.

In May, the Villa d'Este Concorso d'Eleganza hosted four classic Lamborghinis. These included a 1967 Miura P400 and a 1976 Countach LP 400, which was awarded by the jury with the *Il Canto del Motore* prize for the best sound. Also on display were a 1990 Countach 25th Anniversary, certified by Polo Storico, and a 1999 Diablo GT, currently undergoing analysis to obtain certification, which won the BMW Group Ragazzi trophy at Villa Erba, an award that confirms the growing attention of collectors to the *youngtimer* models. Also in May, Polo Storico participated in the Lamborghini Day UK event, where it showcased a Diablo SV and a Countach LP400, the first version of the iconic Lamborghini that in 2024 celebrated its 50th anniversary since going into production.

September marked some special moments linked to the Countach's 50th anniversary. At the *Chantilly Arts & Éléance Richard Mille*, held in September in France, the Countach was the star of a dedicated class, with the presence of the very first production car built (chassis number 001). This historical example also returned to the original production line, the same place where the Lamborghini Revuelto is currently being produced, for a photo shoot that established a dialog between the past and present of the Lamborghini V12.

In October, at the *Auto e Moto d'Epoca* show in Bologna, Polo Storico displayed the body of a 1968 Miura S currently undergoing restoration and a 1994 Diablo SE in the process of certification. Finally, during the month of November, Polo Storico supported *Lamborghini*



## Media Information

*Day Germany* with the presence of three classic Lamborghinis on display, all certified by Polo Storico: this was followed by *Lamborghini Day Japan*, an event enlivened by a parade of 131 cars, including 30 classic models supported by Polo Storico, representing the brand's heritage through the streets of Tokyo. Being involved so extensively in these prestigious events during 2024, further strengthened the international ambassadorial role of Polo Storico on behalf of Lamborghini.

Continuing its steady growth, Lamborghini Polo Storico will mark its tenth anniversary in 2025. This important milestone is an opportunity for the Polo to celebrate its evolution and activities by participating in international and company events, along with concours d'elegance around the world, consolidating its central role in the preservation and enhancement of the brand's history.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Media Events & Brand Extension Communication  
Rita Passerini  
T +39 349 4598271  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Corporate Publishing  
Barbara Grillini  
T +39 366 8778823  
[barbara.grillini@lamborghini.com](mailto:barbara.grillini@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

---

#### Regional Offices

Europe, Middle East & Africa  
Liliya Dovbenchuk  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +65 8711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

United Kingdom  
Juliet Jarvis  
T +44 (0) 7733 224774  
[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

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

Japan  
Yasuki Yamagishi  
T +81 801 1343 7756  
[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)