

Media Information

A weekend in the snow to mark Lamborghini Polo Storico's tenth anniversary

Diablo SE 30 "flies in" high, while Countach "pace car" and Miura SV are being admired on the frozen lake of St. Moritz

Sant'Agata Bolognese, 24 February 2025 – The Lamborghini Polo Storico tenth anniversary celebrations began in St. Moritz on 21 and 22 February with two days dedicated to the company's classic cars and heritage center. On the evening of 21 February the Balthazar Downtown restaurant hosted an exclusive dinner for a select group of Polo Storico customers and collectors. The following day, international journalists and customers were welcomed to the Lamborghini Polo Storico Lounge. An extraordinary Diablo SE 30 captured the guests' attention throughout the weekend. The car, painted in "Lambo Thirty"—a brilliant purple created especially for this version—was spectacularly positioned, "flying," on the panoramic terrace of Balthazar Downtown. The terrace looks out over the frozen water of Lake St. Moritz, where two more historic Lamborghini vehicles were in the spotlight: the Countach "pace car", which took part as support at the Monaco Formula 1 Grand Prix in 1981 and 1982, and a Miura SV were brought to St. Moritz by their owners to participate in the "The I.C.E. St. Moritz" concours d'elegance.

"In St. Moritz, we kicked off a year of celebrations that will take us to some of the world's most exclusive locations, engaging our international community." stated Alessandro Farneschi, After Sales Director at Automobili Lamborghini. *"It was really meaningful to meet up in the Alps with our customers. Together, in the last ten years we've worked on unique projects, certified exceptional cars and promoted the history of our brand around the world."*

Among the vehicles that drew the biggest crowds was the eye-catching, legendary Countach LP 400S, also known as the "Countach Pace Car" because it was used as the safety car at the Monaco Formula One Grand Prix in 1981 and was the official car of the Race Director the following year. One of the most iconic Lamborghinis ever employed in a sporting environment, the Countach in question is currently being analyzed as part of the Polo Storico certification process. It was accompanied on the parade around a frozen St. Moritz by a red Miura SV that was certified by Lamborghini Polo Storico in 2018. It was the last and most powerful version of the model, which was launched by Lamborghini in 1966 and was the world's first super car.

The value and prestige of Lamborghini's historic cars have also been confirmed by the public at the Concours d'Elegance. In fact, the Miura SV won the Hero Below Zero award, given based on public preferences.

The Lamborghini Polo Storico tenth anniversary celebrations will continue in Rome from 24 to 27 April at the Anantara Concours d'Elegance: a new international event exclusively for Italian classic cars. Some of the most iconic masterpieces from motoring history will parade through the heart of the Italian capital, watched by crowds of admiring fans from all over the world. Lamborghini Polo Storico will be present with its own stand.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Media Information

Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

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

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

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us