



Verde Scandal: the genesis of an Automobili Lamborghini color

The story of this hue between reality and legend

Sant'Agata Bolognese, 11 June 2025 – Without a doubt, one of the characteristics of Automobili Lamborghini most appreciated by its customers is the strong attention to customization. The House of Sant'Agata, thanks to its Ad Personam program, can satisfy even the most particular requests, including the color of the vehicle. Currently, Automobili Lamborghini is able to propose 400 different colors to choose from to make the car one of a kind, as well as the potential to produce special colors matched to a client's exact requirement.

Among the wide range of colors designed by Lamborghini, there are certain shades that have a particular background story. This category includes Verde Scandal (green), a color shrouded in a legendary story. To understand the genesis of this adjective combined with the color green, we have to go back to the late '60s, when Automobili Lamborghini launched one of the most iconic cars in the brand's history: the Lamborghini Miura.

We are at the dawn of the company's success and the beginning of the use of color as part of customizations. But even back then, the company had the foresight to recognize the importance of customizing its cars, aiming to satisfy the array of customer requests. And then as now, all customization was managed entirely in-house at the Sant'Agata Bolognese facility, in a context synonymous with Made in Italy, and therefore, with globally recognized quality and value.

The story tells that a woman, asking for a color not yet developed by Automobili Lamborghini, indicated that the desired color was that of the dress she was wearing in that moment. The company representative asked her for a sample in order to work on the request, and so it ensued that the woman took off her dress and left it as an example for creating that shade. This was the origin of Verde Scandal, in everlasting memory of this singular and "scandalous" episode.

Verde Scandal has recently come back into the limelight. In fact, it features prominently on the livery of the new Ducati Panigale V4 motorcycle, which was unveiled on April 9 during Milan Design Week. The model draws inspiration from the Revuelto¹, Lamborghini's first HPEV (High Performance Electrified Vehicle) hybrid super sports car. This car has the distinction of being the one that started the hybridization process of the range and that defined a new paradigm among super sports cars in terms performance, sportiness, and driving pleasure.

So the past returns to highlight the initiatives of the present, with an eye toward the future. A perfect mix that shows how at Automobili Lamborghini, tradition and history go hand in hand with innovation and technology.

¹ Consumption and emission values of Revuelto: Combined fuel consumption: 11,86 l/100km; Combined power consumption: 10,1 kWh/100 Km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; Combined fuel consumption with discharged battery: 17,8 l/100km; Combined CO2 emissions and discharged battery efficiency classes: G; [WLTP].



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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