



## **Automobili Lamborghini awarded with the Randstad Employer Brand 2025**

### **The company tops the automotive sector rankings as the most attractive employer in Italy**

*Sant'Agata Bolognese, 20 June 2025* – Following a survey of over 6,400 companies, Automobili Lamborghini has been awarded the Randstad Employer Brand 2025, ranking first in the automotive sector among the most attractive employers in Italy. The award, based on one of the most extensive independent studies in the field of employer branding, highlights the company's ability to offer a working environment where well-being, inclusion and quality of life translate into a tangible competitive advantage. In a labour market increasingly attentive to values such as sustainability, work-life balance and the promotion of diversity and inclusion, the Sant'Agata Bolognese-based company stands out for a people-focused, forward-looking model that combines innovation with care for employee well-being.

The Randstad Employer Brand recognition complements another recent milestone for Automobili Lamborghini: the completion of the transition to a fully hybrid super sports car range. This achievement reflects the consistency and strength of a long-term vision that applies equally to the production model and the product itself.

*"It is truly an honour to receive this recognition,"* said Umberto Tossini, Chief People, Culture and Organization Officer at Automobili Lamborghini. *"It rewards the daily efforts we make to create an environment in which colleagues can express their full potential. The Randstad Employer Brand encourages us to do even more to ensure a workplace where people's happiness comes first."*

The award ceremony took place on Thursday, 19 June in Milan, attended by all winning companies. The Randstad Employer Brand 2025 survey was conducted among 171,000 respondents and 6,400 companies across 34 countries worldwide. In Italy alone, it gathered the opinions of over 7,500 individuals (both employed and unemployed), assessing the perceived attractiveness of 150 potential employers.

Among the key drivers identified by respondents were work-life balance, a positive atmosphere, financial stability, remuneration, and commitment to diversity and inclusion. These are all factors that align closely with the model adopted by Automobili Lamborghini, which for years has championed an integrated and holistic approach to employee well-being. The company has long promoted a work culture based on trust, flexibility and empowerment. Smart working, for example, is a key tool to help employees balance their personal and professional lives, supporting a more sustainable and efficient organisational model.

This is complemented by a strong focus on engagement and motivation, with the aim of empowering every individual to be an active citizen within the company – aware, responsible and involved in collective growth. The "Lamborghini Feelosophy" programme, structured around the pillars of Body, Mind and Purpose, embodies this approach, encouraging



## Media Information

activities that range from physical and mental well-being to values-based education, from active listening to the sharing of common goals.

Projects centred on mindful nutrition, sleep quality, sport and mental health are complemented by initiatives aimed at strengthening a sense of belonging and encouraging active contribution to continuous improvement. This integrated approach enhances not only the quality of the working environment, but also the company's overall appeal in an increasingly competitive labour market.

All of these initiatives are rooted and brought to life at the Sant'Agata Bolognese site – the beating heart of Lamborghini's operations and manufacturing. More than just a production facility, it is a space where innovation, people-centred care, the artisanal excellence of Made in Italy, and a responsible growth model come together. With over 3,000 employees and more than 10,000 cars produced each year, it is a highly specialised ecosystem, capable of attracting talent and fostering a dynamic, inclusive and future-focused working environment.

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

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



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