



## Lamborghini Day Germany 2025: Italian Icons shine in Munich

### **A celebration of performance, design, lifestyle and passion as Automobili Lamborghini brings Sant'Agata Bolognese's spirit to the heart of Bavaria**

*Sant'Agata Bolognese/Munich, June 24, 2025* – Lamborghini Day Germany captivated guests with an extraordinary celebration embodying the motto “You can’t hide who you are.” Automobili Lamborghini showcased Italian flair, cutting-edge innovation, and a comprehensive brand experience during an important and vibrant day shared with customers and friends. Guests were invited to fully immerse themselves in the world of the Italian luxury super sports car brand. The event took place at the elegant Hoch5 venue in Munich, offering an unparalleled atmosphere above the rooftops of the Bavarian capital. All eyes were on Lamborghini’s most iconic creations: the Revuelto <sup>1</sup>– the first V12 HPEV super sports car, the Super SUV Urus SE<sup>2</sup>, and the new “Fuoriclasse” Temerario<sup>3</sup>. Attendees experienced a 360° deep dive into Lamborghini’s universe — from performance and design to heritage — offering a unique glimpse behind the scenes of this legendary brand.

The clients and friends of the brand saw the high-performance vehicles made in Sant'Agata Bolognese up close on three floors, engaged in several activities offering brand angles and other partners experiences and had personal conversations with top representatives of Automobili Lamborghini. Lamborghini's Chairman and CEO, Stephan Winkelmann, hosted the event together with Chief Technical Officer Rouven Mohr, Chief Sales and Marketing Officer Federico Foschini, Design Director Mitja Borkert and Aftersales Director Alessandro Farneschi.

*“It is an honour to welcome our clients, partners and friends to the second edition of Lamborghini Day Germany in this extraordinary setting. The event is particularly important for our brand, as it strengthens our relationships with our customers and friends and gives us the opportunity to share our unique corporate philosophy with them,”* said Stephan Winkelmann, President and CEO of Lamborghini. *“We are delighted with the great feedback on our products from clients and partners in Germany, as this region is a key market for us.”* In 2024, the luxury brand from Sant'Agata Bolognese delivered 1000 vehicles to customers in Germany, which made it for Automobili Lamborghini the largest market in Europe and the second largest worldwide.

Guests were welcomed by the High Performance Electrified Vehicle (HPEV) Revuelto outside the elegant Munich Hoch5 complex and drawn into the world of Lamborghini upon entering the venue, where lemon trees immediately created a vibrant Italian flair. The journey inside began in an unexpected way: at the Lamborghini bar inside the elevator, guests received a welcome drink while being taken upstairs.

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<sup>1</sup> Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO<sub>2</sub> emissions combined: 276 g/km (WLTP)

<sup>2</sup> Consumption and emission values of Urus SE: Fuel consumption combined 2,08 l/100km; Power consumption combined: 39,5 kWh/100 Km; CO<sub>2</sub> emissions combined: 51,25 g/km; CO<sub>2</sub> efficiency class: B; Fuel consumption with discharged battery combined: 12,9 l/100km; CO<sub>2</sub> efficiency class with discharged battery: G; (WLTP)

<sup>3</sup> The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage



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Upon exiting the elevator, their attention was instantly captured by the newest addition to the Lamborghini fleet—the Lamborghini Temerario. This “Fuoriclasse” model was unveiled on the main stage in two configurations: one in Arancio Xanto (orange) with a black interior, and the other in Bianco Monocerus (white) featuring red and black accents. As the latest model in Lamborghini’s HPEV lineup, the Temerario completes the hybridization of the brand’s product range, alongside the Revuelto and the Super SUV Urus SE. Lamborghini is the first super sports car manufacturer to offer a fully electrified model range, delivering exceptional performance through innovative electrification.

On the same floor, dedicated brand areas offered immersive insights into design (Centro Stile) and personalization (Ad Personam). The Centro Stile—Lamborghini’s design department—celebrates its 20th anniversary this year, marking two decades of iconic cars designed from Sant’Agata Bolognese. Guests were taken on a journey through the brand’s design DNA and the language that defines its most iconic models, as well as an overview of Lamborghini’s future design direction. A workshop with Mitja Borkert, Design Director of Automobili Lamborghini, offered attendees fascinating insights and exclusive sketches, adding a personal and artistic touch to the experience. Meanwhile, the Ad Personam team welcomed guests into a dedicated area showcasing the nearly limitless customization options available to Lamborghini clients. From bespoke colors and materials to exclusive finishes, the experience highlighted the Italian craftsmanship and attention to detail that define the brand. A specially configured Revuelto in Blu Fontus (blue), presented on an elevated pedestal, demonstrated the full expression of personalization possibilities.

The 6th floor of the Munich Hoch5 – the “Lambo experience” - was transformed into a vibrant expression of Lambo’s future-facing spirit—where innovation, design, gaming, collectibles, and heritage converged to immerse guests in the brand’s multifaceted universe. The Lamborghini Day Germany offered guests an exclusive opportunity to explore the brand from new and immersive perspectives. Activities curated in collaboration with Lamborghini’s high-end partners brought the experience to life in dynamic and engaging ways. Amidst this refined setting, guests found comfort and elegance on the sophisticated furniture by **Living Divani** while enjoying the perfect atmosphere, elevated by a high-premium immersive in-car sound experience provided by **Sonus faber**. Inside the new Temerario, the meticulously crafted audio system underscored Lamborghini’s commitment to excellence in every detail. The ambience was further enhanced by the exclusive fragrances of **Culti Milano**, creating a refined and immersive sensory experience. Guests could enjoy the moment while sipping on special cuvée served by **Carbon Champagne**, adding an extra touch of elegance to the occasion.

Invitees also had the opportunity to engage firsthand with the standout pieces from the latest collaboration between **Balenciaga** and Automobili Lamborghini, a fusion of cutting-edge fashion and automotive innovation. An exclusive activation of the Balenciaga Apple Vision Pro application experience was offered, allowing guests to explore the Balenciaga world through immersive virtual reality technology.

On the 6th floor of the Munich Hoch5, Lamborghini showcased the brand’s versatility by bridging the gap between classic tradition and digital innovation. The space featured a wide range of entertainment, including dynamic racing simulators developed by **Vesaro** in collaboration with Centro Stile. Guests were also introduced to **Fast ForWorld** — Lamborghini’s proprietary platform and ecosystem for Web3 and digital engagement. Within the platform, visitors unlocked first-hand access to a new immersive environment



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designed by Centro Stile, as well as exclusive digital collectibles based on the Urus SE, part of the platform's upcoming Digital Vehicle Library.

Among real-world collectibles, the track-only hypercar Essenza SCV12 was a standout highlight in the Squadra Corse area. Developed by Lamborghini's motorsport division alongside Centro Stile, the Essenza SCV12 is powered by a naturally aspirated 6.5-liter V12 engine delivering 830 hp. Limited to just 40 units, this model embodies the pure essence of Lamborghini and gave guests a rare up-close look at an elite vehicle.

The luxury accessories brand **Tateossian** added a personalized touch with custom-branded bracelets, offering a keepsake of refined craftsmanship. Guests also enjoyed a taste of Italian excellence: **Dievole** estate – partner of Lamborghini – offered curated tasting of selected wines, like their Chianti Classico Docg, guided by expert sommelier.

Outside on the 6th-floor terrace, Lamborghini Polo Storico offered a unique insight into the brand's classic car restoration efforts. Founded in 2015 and celebrating its 10th anniversary in 2025, Polo Storico demonstrated how it reconstructs each car's history through meticulous documentation, component analysis, and archival research. A rare LM002 off-roader on display captured the guests' attention—an unexpected sight high above the streets of Munich at the Hoch5 venue.

In the After Sales area dedicated to original accessories, Lamborghini presented the 23" Penteo rim in shiny black and the 22" Auriga bronze rim. In addition, the brand exhibited a CFK engine bay cover for the Urus SE and CFK T-covers, one in shiny and one in matt finish, for the Revuelto. **Akrapovič** also showed the titanium exhaust system developed in collaboration with Lamborghini for the Urus SE.

The terrace of the "Lambo experience" level also gave guests the opportunity to use a Glambot – a high-speed camera system – which created personal and emotional Hollywood-style videos of this special day. Lamborghini Financial Services was also on site to provide comprehensive advice to help customers fulfil their dream of owning a Lamborghini.

The 7th floor completed the 360° Lamborghini experience in Munich with a refined blend of surprise, relaxation, and Italian flair. A water sommelier captivated guests with exclusive tastings, offering an entirely new sensory experience. A professional photographer, in collaboration with Leica camera experts, captured lasting memories of this unique day. The Italian atmosphere was further enriched by **Lavazza** coffee, topped with beautiful coffee art bringing true pleasure to every sip. Lengling Munich invited guests into an olfactory journey with a curated selection of high-quality fragrances. Meanwhile, a DJ set the mood with ambient beats on the 7th floor terrace, using the SL-1200M7B turntable—specially designed by **Technics** in collaboration with Automobili Lamborghini.

Lamborghini Days around the world are exclusive events that unite customers, friends, and enthusiasts of the legendary Italian marque—celebrating a shared passion for automotive excellence and luxury lifestyle, all with unmistakable Italian spirit. In 2024, the first Lamborghini Day Germany delighted guests at the Mülheim airship hangar with a premium program that reflected the brand's diversity and that of its partners.



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### FIRST PRODUCT LINE-UP FULLY HYBRIDIZED

Lamborghini is renowned for Italian passion and has ushered in a new era of performance and design with its fully electrified model lineup. The new Temerario represents automotive excellence made in Italy—from its unique design to its cutting-edge technology. Powered by a newly developed twin-turbo V8 engine and three electric motors, the super sports car delivers a total output of 920 CV. The V8 engine is the first and only one in a production super sports car capable of reaching 10,000 rpm. Temerario also impresses with its raw performance: it reaches a top speed of 343 km/h and accelerates from 0 to 100 km/h in just 2.7 seconds.

With the Temerario, Lamborghini achieves new benchmarks in aerodynamic efficiency, combined with bold stylistic details and lines that represent a significant evolution in the brand's design language. Furthermore, Temerario and Revuelto are now produced on the same state-of-the-art super sports cars production line—marking the first time Lamborghini manufactures two different models together on a single hybridized line.

Temerario captivated guests at Lamborghini Day Germany 2025 and signaled a bold new chapter for the Italian marque. *"The new Temerario is generating extraordinary interest among customers, and the HPEV production capacity is already fully booked for the next one and a half years,"* explains Federico Foschini, Chief Sales and Marketing Officer of Lamborghini.

As the first HPEV in the lineup, the Revuelto sets a new standard for performance, sportiness, and driving pleasure. With its naturally aspirated V12 engine supported by three electric motors, it produces an astonishing 1,015 CV. Its unprecedented architecture, innovative design, highly efficient aerodynamics, and all-new carbon chassis create a next-level driving experience—one that embodies the pure Lamborghini DNA.

Completing the HPEV range, the Urus SE features a re-engineered 4.0-liter twin-turbo V8 delivering 620 CV and 800 Nm of torque. Working in perfect synergy with its electric powertrain, the system produces a combined output of 800 CV and 950 Nm of torque. The new centrally located longitudinal electric torque vectoring system—introduced for the first time in the Urus SE—works alongside the transfer case and an all-new electronic limited-slip differential to deliver Lamborghini's unmistakable super sports car driving dynamics. Thanks to these innovations, the Urus SE is the most fun-to-drive Super SUV in the world.

### ABOUT AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive excellence. After 60 years of creating some of the most iconic cars in automotive history, Lamborghini became the first brand in the super sports car segment to offer a fully hybridized lineup: the Revuelto, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario, the only production super sports car capable of reaching 10,000 rpm, thanks to its all-new twin-turbo V8. Together, these models redefine performance while significantly reducing emissions.

Every Lamborghini is proudly conceived, designed, and built in Italy at the company's historic headquarters in Sant'Agata Bolognese—a production site that has been carbon-neutral for over a decade. Today, the one and only Sant'Agata Bolognese plant stands at the forefront of sustainability and technological innovation, reflecting the brand's broader commitment to decarbonization across its entire value chain under the "Direzione Cor Tauri" strategy.



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In 2024, the plant reached a new milestone with 10,687 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 56 countries through 185 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected, and authentic.

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)

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

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

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

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

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

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#### Regional Offices

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

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

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

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

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

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