



Electrification in Action: Lamborghini's hybrid lineup takes the spotlight at Esperienza Giro Japan 2025

With Revuelto making up half the fleet, Lamborghini highlights its performance-driven hybrid technology and reduced emissions amidst the breathtaking landscapes of Hokkaido

Tokyo, 23 June, 2025 - Automobili Lamborghini Japan hosted the Lamborghini Esperienza Giro Japan 2025 from Wednesday, June 18 through Friday, June 20. This exclusive driving tour brought together 23 Lamborghinis super sports cars including 13 Revuelto - the first super sports V12 hybrid plug-in HPEV (High Performance Electrified Vehicle), which defines a new paradigm in terms of performance, sportiness and driving pleasure. The convoy traversed approximately 500 kilometres through the breathtaking natural landscapes of centre and southwestern Hokkaido. Also featured in the lineup were the Countach LPI 800-4, a model commemorating the 50th anniversary of the iconic Countach which became legendary as the cornerstone of Lamborghini's design heritage; the Urus SE, the first PHEV (Plug-in Hybrid Electric Vehicle) with its enhanced new hybrid architecture, are engineered to deliver maximum performance, comfort and efficiency- the most versatile and fun-to-drive Super SUV; and the Huracán Sterrato, Lamborghini's first all-terrain super sports car.

Lamborghini Esperienza Giro is a program designed for Lamborghini owners to enjoy curated driving experiences through some of the most picturesque locations around the world, including Italy, the United States, China, Japan and Asia Pacific. The inaugural Esperienza Giro Japan was held in Nagoya and Osaka in 2017, followed by Shinshu in 2022, Kyoto and Nara in 2023, and Okinawa in 2024. This year marks its eighth edition of the event in Japan. This exclusive event is reserved for customers who have purchased their Lamborghini through an authorized dealership, offering guests the thrill of driving a Lamborghini in spectacular settings. Throughout the journey, our certified Lamborghini technicians provide dedicated support, ensuring optimal vehicle performance and reliability during the drive. All vehicles also received a comprehensive inspections and maintenance at our authorized workshops both before and after each drive – an aspect highly appreciated by customers and a key reason behind the enduring popularity of the program.

Participants gathered at Portom International Hokkaido, located next to New Chitose Airport for the event's start. The tour's first day included a drive to Sangaidaki Falls and a visit to the UNESCO-certified Toya-Usu Global Geopark. The journey offered stunning views of Mount Yotei, a beautiful conical stratovolcano affectionately known as Ezo Fuji for its resemblance to Mount Fuji. The day concluded at Park Hyatt Niseko Hanazono with a grand welcome dinner featuring traditional Ainu performances.

On day 2, participants drive passed through the historic port city of Otaru, which developed a strong economic base as Hokkaido's maritime gateway. Along the way, they made a cultural stop at Okurayama Ski Jump Stadium, one of the main venues of the 1972 Winter Olympics - the first Winter Olympics held in Asia. In Otaru, guests enjoyed a scenic cruise along Otaru Canal before concluding the day with Giro Japan first-ever glamping dinner party, where participants enjoyed a relaxed outdoor evening featuring a barbecue menu.

The final day saw the convoy returning to New Chitose Airport via the Toya-Usu UNESCO Global Geopark. This geopark spans the area surrounding Lake Toya and Mount Usu in Hokkaido and is



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guided by the philosophy of “Coexistence with the Ever-Changing Earth.” Guest engaged with the region’s natural environment and gained insight into the lifestyle of its local residents.

Paolo Sartori, Head of Automobili Lamborghini Japan said, *“I am thrilled that the first Esperienza Giro event since my appointment took place in Hokkaido, renowned for its majestic natural beauty. Witnessing the increasing presence of hybrid models like the Revuelto, highlights how we are redefining performance with greater responsiveness and driving emotion while lowering emissions. As the first automotive brand to offer a fully hybridized lineup of super sports car, Lamborghini continues to set a benchmark through our Direzione Cor Tauri strategy. We are proud in providing our customers with exceptional opportunities to fully immerse themselves in dynamic driving experiences here in Japan, while also contributing to the preservation of Hokkaido’s extraordinary landscape.”*

Automobili Lamborghini Japan will continue to host the Esperienza Giro Japan across scenic driving routes nationwide, enabling Japanese owners to enjoy the unparalleled pleasure and exhilaration of driving a Lamborghini.

Automobili Lamborghini

Founded in 1963 in Sant’Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive craftsmanship. 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 Electric Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario is the only production super sports car able to reach 10,000 rpm, thanks to its all new twin-turbo V8. Together, they redefine performance while significantly reducing emissions. The production site has been carbon-neutral for over a decade and reflects Automobili Lamborghini’s broader commitment to decarbonizing its entire value chain through the “Direzione Cor Tauri” strategy. Every Lamborghini is proudly conceived, designed, and built in Italy, at a facility that now produces over 10,000 cars annually and leads in both innovation and sustainability. With around 3,000 employees and a presence in 56 countries through its 185 dealers, Automobili Lamborghini continues to push boundaries while staying true to its values: brave, unexpected, and authentic.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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