

## Media Information

### **A day as a Lamborghini Polo Storico specialist**

#### **Lamborghini opens the doors of its heritage department to a group of international guests to celebrate its tenth anniversary**

*Sant'Agata Bolognese, 23 July 2025.* Established in 2015, Polo Storico is Automobili Lamborghini's department dedicated to the preservation, restoration and certification of historic vehicles, overseeing the company's heritage and tradition. To celebrate its tenth anniversary, Polo Storico welcomed a group of guests from across the world for a unique immersive experience, inviting them to step into the shoes of the department's technicians for a first-hand insight into their activities. The participants worked on historic Lamborghini models alongside Polo Storico technicians, also relying on support from the Comitato dei Saggi (Experts Committee): former employees who collaborate as consultants in the historic and technical reconstruction of cars. The activities carried out faithfully reproduced the main phases of the department's daily work, including road tests and analysis of the assigned cars; consultation of documents in the historic archive; verification of cars for authenticity certification; and workshop activities related to a potential restoration. The partners of the initiative included Pirelli, which has collaborated with Automobili Lamborghini since it was founded more than sixty years ago. For this initiative, Pirelli and its Foundation shared their expertise and examples of work carried out, in collaboration with Polo Storico, in the reconstruction of original tires for historic Lamborghini cars that are now offered to customers worldwide.

*"Ten years ago, at the inauguration of Polo Storico, we simply opened the doors of the new department for a visit," recalled Alessandro Farneschi, After Sales Director of Automobili Lamborghini, with a smile. "In 2025, to really convey the expertise and the wealth of knowledge acquired over a decade of activity, there was no better way than to put our guests to work. From the road tests, using specific checklists, to the practical operations in the workshop on a Miura and on the carburetors of a Countach, it was definitely a challenging job but above all a genuine experience, reflecting the work we carry out every day. This allowed us to take a complete journey through the processes of restoration, certification and archive consultation, with participants able to understand first-hand how Polo Storico preserves Lamborghini's past to guarantee its future."*

Each work group, composed of two people, was assigned a specific historic Lamborghini car. The vehicles involved included a 1967 400 GT 2+2, a 1990 Countach 25th Anniversary, a 2001 Diablo SE 6.0, and an LM 002 from the early '90s. The first phase of the activity took place on the road, between Emilia-Romagna and Tuscany, where each vehicle was identified, verified and tested. The participants filled out an acceptance form based on the one used by Polo Storico for each vehicle coming into the workshop for a restoration. Once the field analysis was complete, the groups moved to the historic Lamborghini Archive, where they carefully examined the technical specifications and history of the model assigned to them. By consulting the original documents, they verified the correspondence between the identifying data – such as chassis and engine number – and the aesthetic and functional elements, such as exterior colors, and interior materials and configurations. This information allowed them to simulate the entire process of authenticity certification,

## Media Information

following part of the same procedures applied by the Polo Storico technicians. The experience then continued in the workshop, where the participants worked on a 1973 Lamborghini Miura SV from the collection of the Automobili Lamborghini Museum. One of the most emblematic tests was the removal and re-mounting of the front left wheel, using the standard procedure of tightening with the center lock nut. After using a cast iron hammer, like the historical method, the participants checked that it was tightened correctly using a modern torque wrench, comparing the result obtained manually with the value specified in the technical parameters. Along with this practical activity, the guests also tried their hand at one of the most technical procedures: examining and re-assembling a Weber twin-barrel carburetor used in the Lamborghini Countach, which was a complex and iconic component and a symbol of mechanical engineering in that era.

Finally, the participants had the opportunity to learn about the historic collaboration between Lamborghini and Pirelli that began in 1963, when Ferruccio Lamborghini asked the tire manufacturer to supply tires for the first car produced by the newly established automotive company: the 350 GTV. Since then, the two companies have continued on a shared venture involving the development of cutting-edge technological solutions, in the name of sportiness and performance. For all of the most emblematic models of the House of Sant'Agata Bolognese – from the Miura to the various versions of the Countach, from the LM002 to the Diablo, and up to the most recent Urus SSUVs – Pirelli has developed ad hoc tires of the Cinturato, P Zero, and Scorpion families. This bond is conserved and enhanced by Polo Storico also thanks to the Pirelli Collezione: a range of tires for classic cars that aims to protect the automotive heritage by producing tires that respect the originals in terms of appearance and driving dynamics, but using modern technologies and production processes that ensure greater efficiency and safety. An example is the Cinturato CN12 recreated in 2021 for the reconstruction of the prototype of the 1971 Lamborghini Countach LP 500, as well as the return to the range in 2023 of the Scorpion BK for the 1986 Lamborghini LM002. To reproduce these tires, it is essential to use images and materials from the Fondazione Pirelli, which conserves documentation in its historic archive on the design, development, and industrialization of all Pirelli tires through the years.

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  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

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

## Media Information

---

### Regional Offices

Europe, Middle East & Africa

Liliya Dovbenchuk

T +39 349 756 2077

[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific

Tricia Tan

T +65 9073 3031

[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

South-East Asia & Pacific

Alethea Tan

T +65 8711 1329

[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

United Kingdom

Juliet Jarvis

T +44 (0) 7733 224774

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Chinese Mainland, Hong Kong & Macau

Xian Lei (Ms.) 鲜蕾

T +86 138 1187 4497

[lei.xian@lamborghini.com](mailto:lei.xian@lamborghini.com)

Japan

Yasuki Yamagishi

T +81 801 1343 7756

[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)

North & South America

Jory Wood Syed

T +1 332 220 5217

[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)