



A tour of Tuscany, the Lamborghini way

‘Esperienza Giro Toscana’ discovers the unique landscapes, culture and tastes of Italy’s celebrated region

Sant’Agata Bolognese, Italy 9 October 2025 – The rolling hills of Tuscany, with their historic castles, breathtaking vistas, and the most authentic expressions of Italian hospitality and cuisine, provided the backdrop for the exclusive experiences and Lamborghini-style driving moments of Esperienza Giro Toscana 2025.

“*Esperienza*” embodies Lamborghini’s unique way of connecting with customers worldwide: from on-track programs such as “*Esperienza Dinamica Corsa*” that hone driving skills, to “*Esperienza Avventura*” tours exploring remote destinations, immersing guests in the authenticity of each country, to “*Esperienza Giro*” events staged in picturesque locations where nature, culture, gastronomy, and of course, super sports cars come together.

This year’s edition unfolded in Tuscany, where guests and their Lamborghini super sports cars arrived at the five-star Castel Monastero, west of medieval Siena, for check-in. The evening opened with an aperitif and continued with dinner in the village square, enriched by a captivating medieval storytelling experience set amongst traditional market stalls and food stands. The next day’s experience saw drivers briefed, engines running and anticipation high, with the group setting off in Tuscan morning sunshine to Castello di Meleto in the heart of the Chianti region, taking a break at the castle winery with a colourful past where its stories were recounted to guests in a comedic theatrical performance. Back behind the wheel, owners enjoyed the precise and dynamic performance of their cars on the winding mountain roads, stopping for lunch at Tenuta Tolaini where authentic Italian pasta and artisan dishes were cooked at the table and guests revelled in the true tastes of Italy. A return drive on the twisting routes and open roads gave the Lamborghini models an opportunity to stretch their engines, enjoying then a dinner in the Michelin-starred Poggio Rosso.

Departing the hotel on day three, the Giro headed to the medieval hill town of the famed Montepulciano wines in the south of the Siena province, for an espresso break and to admire the iconic Italian views. The party eagerly restarted their engines to explore the specially-curated route through hills and valleys to arrive at a Tuscan barbecue lunch at the wine-producing Tenuta Col d’Orcia. The convoy returned to the evening’s dinner at Castello di Brolio, the ‘home’ of Chianti and in the same family for nearly 800 years, where dining in the private hall recalled the historic elegance of the twelfth century estate, accompanied by a medieval-style entertainment.

With over 500 kilometers covered during the tour, the following morning participants headed on the route to explore Tuscan landscapes stopping for a private lunch at 15th century Monticchiello with the most authentic artisan tastes of the region. Taking in the scenery for the last moment as a group, the colourful Lamborghini cars and their owners departed for home, with participants bidding goodbye to newly-made friends with whom



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they had created unique and lasting experiences in the super sports car marque's homeland.

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 Revuelto¹, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE², the first plug-in hybrid Super SUV; and the all-new Temerario³, 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. 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

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
francesco.colla@lamborghini.com

Social Media & Digital Communication

Motorsport Communication

Heritage Communication

1 Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO2-emissions combined: 276 g/km (WLTP)

2 Urus SE : Combined fuel consumption: 2.08 l/100 km. Combined energy consumption: 39.5 kWh/100 km. Combined CO2 emissions: 51.25 g/km. Combined CO2 emission efficiency class: B. Combined fuel consumption with low battery: 12.9 l/100 km. CO2 efficiency class with low battery: G; (WLTP)

3 Temerario: Combined energy consumption: 26,8 kWh/100 Km plus 11,2 l/100km; Combined CO2 emissions: 272 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 14 l/100km



Media Information

Chiara Busolo
T +39 340 0791871
chiara.busolo@lamborghini.com

Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Enrico Pavesi
T +39 345 6749362
extern.enrico.pavesi@lamborghini.com

Regional Offices

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com