



Four hundred shades of Lamborghini

From myth to innovation, from anniversaries to the bond with the local area, over 400 shades tell stories and legends, making every Lamborghini a unique and timeless masterpiece

Sant'Agata Bolognese, 15 October 2025 – One of the most appreciated features among Automobili Lamborghini customers is the possibility of transforming each car into a unique masterpiece, crafted with the same care as a bespoke haute couture garment.

Making this level of exclusivity possible is the Ad Personam programme – the personalisation project developed in-house by the company in Sant'Agata Bolognese, launched in 2011, which over the years has enjoyed growing success. The figures speak for themselves: over 94% of all Lamborghinis produced include at least one feature from the Ad Personam programme.

Within this framework, colour has always been the most requested and symbolic element. It is here that Lamborghini's creativity has, over the years, given life to a heritage of more than 400 shades, each holding stories, anecdotes and legends that further enrich the bond between customer, car and brand.

Epic and mythological inspirations

Some colours are deeply rooted in myth. The names created for Lamborghini's shades, carefully selected over the years by the Ad Personam team and the Centro Stile, often draw inspiration from Greek and Latin epics. These are not merely evocative names, but deliberate choices designed to bestow each car with an even more heroic aura, linking it to historical figures, Greek, Roman or Egyptian deities, and constellations that belong to humanity's symbolic heritage.

Among the hues inspired by astronomy is Nero Nemesis, evoking the goddess of justice and the colour of the judge's gown; Arancio Apodis, dedicated to the constellation of the Bird of Paradise in the southern hemisphere, whose principal stars are mainly classified as 'orange giants'; and Viola Pasifae, named after the queen of Crete and mother of the Minotaur. No less evocative is Blu Cepheus, referring in Latin to the constellation of Cepheus, the Ethiopian king of Greek mythology, husband of Cassiopeia and father of Andromeda. This northern constellation, visible from Italy during autumn, represents a direct bridge between sky and earth.

More enigmatic, however, is the origin of Grigio Telesto: its name, of Greek derivation, has no immediate meaning in Latin but designates both a moon of Saturn discovered in 1980 and a mythological figure, adding yet another layer of mystery to this distinctive shade.

Events that become colour

Other colours are linked to specific events, anniversaries or occasions, or were created to pay tribute to a place or moment in time. Among these Verde Scandal stands out, whose legend dates back to the late 1960s: a customer, wishing for a shade of green not yet available in the



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range, pointed to the dress she was wearing as a reference, requesting that the new paint be made in exactly that hue. The company representative, however, asked for a sample to work from, and the customer did not hesitate to remove her dress as the sample against which the colour created should match.

Viola 30th, on the other hand, celebrates a very special anniversary: it was created in 1993 to mark Lamborghini's 30th year, and the Diablo, one of the most iconic models from Sant'Agata Bolognese, was used to launch this colour.

Another example is Giallo Maggio, created to celebrate Lamborghini's 50th anniversary. Introduced in 2013 on the Aventador 50° Anniversario, this colour honours both the company's founding month, May 1963, and one of Lamborghini's most iconic shades. Yellow, alongside orange and green, has always been among the brand's most distinctive and popular colours, chosen by customers since the Miura era. Giallo Maggio is notable for its particularly intense brilliance, achieved through a layer of highly reflective transparent particles that make the bodywork literally shine under sunlight.

Tribute to Lamborghini territory and its origins

There are also colours created to celebrate the places where Automobili Lamborghini has its roots. The bond with the region hosting the company is profound, and over the years it has translated into numerous initiatives in support of the local community, reflecting the value that Emilia-Romagna and, more broadly, made in Italy, represents on the international stage. Among the most significant tributes is Giallo Quercus, inspired by the golden oak in the coat of arms of the city of Sant'Agata Bolognese, a symbol of strength, tenacity, and deep roots in the territory. Then there are Terra Emilia and Terra di Sant'Agata Bolognese, two shades of brown designed to honour both the region and the city where the brand was born and grew. In this case, these shades do not refer to the exterior, but exclusively to the leathers and thus the interiors of the cars.

Exclusive finishes and artisan techniques

Some names are born alongside the colour itself, created directly by the Ad Personam department to emphasise the uniqueness of the paintwork. This is the case with Diamond Coating, which is not a traditional colour, but a special finish applied during painting. As the name suggests, this exclusive transparent layer incorporates real diamond dust in the final coat, generating a subtle yet extraordinary glow that amplifies the depth and brilliance of the underlying colour when hit by light. The effect produced by the diamond dust cannot be replicated by any metallic, mica or glass pigment, as diamond refracts light into countless sparkling and crystalline reflections, resulting in a highly lustrous finish. Similarly, Crystal Effect is achieved through a sophisticated multilayer technique applied by hand, where several layers of colour overlap to create a dynamic, ever-changing visual effect that highlights the car's lines with constantly new reflections.

The stories contained in Lamborghini colour names are numerous, some passed down through the brand's long tradition, hovering between reality and legend.



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Each Lamborghini colour is not just an aesthetic choice, but a fragment of history, a tribute to the territory, a nod to myth, or an act of pure innovation. It is in this ability to transform paint into narrative that the timeless allure of Sant'Agata Bolognese creations lies: not merely automobiles, but emotions sculpted in colour.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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