



Lamborghini Day Japan 2025 ignites Tokyo with the Asia Pacific debut of the Fenomeno and an exclusive Ad Personam Revuelto

Where performance meets passion in Japan — an extraordinary celebration of Lamborghini's iconic supercars, powered by a spectacular parade of over 100 proud owners.

Tokyo, October 27, 2025 – Tokyo lit up in Lamborghini style as Automobili Lamborghini hosted Lamborghini Day Japan 2025, transforming Ariake Urban Sports Park — originally created for the Tokyo 2020 Olympic Games — into a stage for passion, performance and design. More than 500 owners, media, and fans across Japan and Asia Pacific region gathered for an unforgettable celebration of the brand's innovation and driving emotion.

The stunning parade of more than 100 Lamborghinis began at Umi-no-Mori Park, located on Tokyo's waterfront. Journeying past cultural landmarks such as the Kabuki-za Theater and through the vibrant district of Ginza, and crossing the Rainbow Bridge against the city's skyline, the parade highlighted Lamborghini's unmistakable presence and elegance, culminating in a spectacular arrival at Ariake Urban Sports Park.

"Celebrating Lamborghini Day 2025 in Tokyo is truly special — a city where heritage and innovation come together in a way that perfectly reflects the spirit of our brand. Japan has always been one of Lamborghini's most passionate markets, with a deep appreciation for craftsmanship, precision, and design. Tonight's event was not only a showcase of our latest models and sustainable innovations, but also a chance to share this incredible energy with our loyal community of enthusiasts." said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini.

The evening also marked the Asia Pacific premiere of two extraordinary models: the Fenomeno, Lamborghini's most powerful V12 'Few Off' model, and a Revuelto Ad Personam, a bespoke special configuration highlighting the pinnacle of Lamborghini's customization program.

The Fenomeno is a few-off limited edition of just 29 units. Beyond its exclusive design and bespoke aerodynamics, the Fenomeno is equipped with the most powerful V12 in Lamborghini's history, paired with three electric motors.

Its powertrain combines an 835 CV naturally aspirated V12 with three electric motors delivering an additional 245 CV, achieving a total output of 1,080 CV. The car accelerates from 0–100 km/h in just 2.4 seconds and reaches a top speed of 350 km/h. Defined by an extraordinary and unprecedented level of power, the Fenomeno allows the driver can fully harness its potential through pioneering technical solutions introduced for the first time on a Lamborghini, including the 6D sensor and CCM-R Plus carbon-ceramic brakes. Featuring a lightweight carbon-fiber monocoque chassis with superior aerodynamics, the Fenomeno embodies the fusion of 100% Italian design tradition with cutting-edge technologies to deliver an unparalleled driving experience.



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Debuting alongside it, an exclusive Revuelto Ad Personam, equipped with a naturally aspirated V12 engine that represents Lamborghini's heritage and emotion, while its three electric motors symbolize the brand's forward-looking innovation— two souls united in harmony.

Its exterior showcases a longitudinal gradient finish transitioning from Bianco Asopo (white) to Rosso Khonsu (red), a bold evolution first presented in Japan. This is the first time a longitudinal fading effect has been used on a Lamborghini vehicle, marking a significant innovation in exterior design. This chromatic progression forms a striking visual statement, drawing inspiration from Japanese culture, where white and red symbolize celebration and auspiciousness. Within the Lamborghini universe, these same colors take on a deeper meaning: white stands for timelessness and elegance, while red embodies sportiness and performance — two inseparable and essential traits of the brand's DNA. Echoing both the national flag and traditional aesthetics, the color palette conveys a union of performance, innovation and elegance, a true testament to Lamborghini's artistry and vision.

Inside, the Revuelto Ad Personam reveals a cabin designed to evoke emotion through craftsmanship and contrast. For the first time, the interior is divided into two contrasting hemispheres, symbolizing the car's dual soul. The central tunnel becomes the axis of this division, enhanced by a start & stop flap painted with a longitudinal fading effect too that echoes the exterior and showcases Lamborghini's artisanal mastery. Further emphasizing this duality, the cabin features contrasting thread colors: white on the passenger side and red on the driver's side. The "ANIMAE" embroidery and the brake calipers invert this scheme; with white stitching on the red side and red stitching on the white side, creating a visual interplay that highlights the essential presence of one in the other.

Ariake Urban Sports Park represents a forward-thinking approach to sustainable urban design, using temporary structures that minimize environmental impact and promote adaptive use of space. These values echo Lamborghini's commitment to sustainable mobility — from hybridization across its model range to innovations in lightweight materials and energy-efficient production. As a brand shaping the future of performance with responsibility, Lamborghini finds a fitting stage in a venue that embodies flexibility, innovation, and environmental awareness.

Amid a striking display of Lamborghini's legendary icons, a lineup of few-off masterpieces — the Reventón, inspired by cutting-edge fighter jet design; the Centenario, created in the quest for perfection and to commemorate the 100th anniversary of Ferruccio Lamborghini; the Sián, introducing the Lamborghini's first hybrid technology and marking the dawn of electrification; and the Countach LPI 800-4, a contemporary tribute to the legendary Countach — came together to set the stage for the debut of the Fenomeno, showcasing Lamborghini's heritage and innovation.



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In the outdoor area, Lamborghini presented its most complete super sports car lineup, bringing together three hybrid models — the Revuelto¹, Temerario², and Urus SE³ — showcasing the key milestones in the Direzione Cor Tauri strategy toward a sustainable future. With the introduction of the Temerario, Lamborghini becomes the first brand in the super sports car segment to achieve a fully hybridized line-up, setting a new benchmark.

The dedicated Off-Road area featured the Urus SE, the Huracán Sterrato, and the legendary LM002, highlighting Lamborghini's pioneering spirit in off-road performance and versatility beyond traditional on-road capabilities.

Marking its 10th anniversary, the Lamborghini Polo Storico display celebrated the brand's heritage with the unique Miura SVR — the legendary Miura reimagined in a racing specification. Meanwhile, the Centro Stile design studio, led by Design Director Mitja Borkert, brought the brand's design philosophy to life through a creative showcase, featuring an exclusive live sketch of the few-off model, Fenomeno.

Adding to the innovation, guests explored the Temerario through a virtual reality showcase powered by Apple Vision Pro. This state-of-the-art presentation offered an immersive look into the car's design language and future vision, underscoring Lamborghini's ongoing commitment to digital innovation and next-generation automotive experiences.

Complementing the automotive displays, Lamborghini collaborated with its official brand partners to enrich the lifestyle experience. Italian premium coffee brand **Lavazza** brought refined elegance and taste to the evening, delighting guests with special coffee creations, while champagne maison **Champagne Carbon** served its signature cuvée. Swiss luxury watchmaker **Roger Dubuis** presents an exquisite fusion of craftsmanship, cutting-edge technology, and refined luxury, alongside the Huracán Super Trofeo EVO2, which it sponsors, reflecting its commitment to the world of motorsport.

“Japan stands as Lamborghini's leading market in Asia Pacific and our third-largest worldwide — a reflection of the nation's deep appreciation for design, craftsmanship, and innovation. The Asia Pacific debut of the Fenomeno and the Revuelto Ad Personam special edition in Tokyo underscores both the importance of this market and our commitment to advancing creativity, technology, and emotional connection. These two models embody the very essence of Lamborghini's DNA and further strengthen our enduring relationship with one of the most discerning and enthusiastic Lamborghini communities,” said Francesco Scardaoni, Regional Director of Automobili Lamborghini Asia Pacific.

Paolo Sartori, Head of Japan, added *“Lamborghini Day Japan is a remarkable celebration of the strong spirit that defines our owners — a community that is not only among the most passionate, but also leads the Asia Pacific region in few-off ownerships. Japan is therefore the perfect stage for the debut of the Fenomeno and the exclusive Revuelto Ad Personam*

¹ Revuelto: Combined energy consumption: 10,1 kWh/100 Km plus 11,86 l/100km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 17,8 l/100km

² 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

³ Urus SE: Combined energy consumption: 39,5 kWh/100 Km plus 5,71 l/100km; Combined CO2 emissions: 140 g/km; Combined CO2 efficiency class: E; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 12,9 l/100km



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edition. The Revuelto Ad Personam edition captures Japan's deep appreciation for personalization, where design becomes an expression of emotion and identity — a true reflection of the Lamborghini family's spirit here in Japan."

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

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