



Design meets performance at the Lamborghini Super Trofeo World Finals

The specially-commissioned poster by iconic MotoGP helmet designer Aldo Drudi

Sant'Agata Bolognese, 29 October 2025 – Anticipation for the Lamborghini Super Trofeo World Finals at Misano this upcoming weekend is tangible, amongst teams, drivers, fans and Lamborghini headquarters. The twelfth edition of the Italian super sports car manufacturer's single-make finale brings together competitors from each of the Americas, Asian and European Super Trofeo series for the ultimate race weekend of the year. Adding color to communications is an iconic designer heralding this vibrant intersection of contenders through his artworks: meet Aldo Drudi, helmet designer to Moto GP champions; 'modernist' motor racing industry artist; and creator of a series of special Lamborghini Super Trofeo posters, including the one for this year's event.

"Motorsport, whether bikes or cars, is about energy and color," says Drudi. "Speed and performance create the vibrancy, and in the same way that drivers are constantly aiming for the perfect line, so am I. But like racing drivers, there are many very good graphic designers. What sets us apart? I think it's an imagination, and maybe a little madness, deep inside where speed translates into uniquely dynamic images. That brings color. From the first dot on paper, to the surfaces empowered by dazzling hues, that's what you see on a Drudi Performance racing helmet, at Misano Circuit, in Lamborghini's world finals' poster."

Aldo Drudi won the Compasso d'Oro ADI award for his #RideOnColors-Misano World Circuit Marco Simoncelli project last year, where over 20,000 square meters of run-off areas are bathed in colors that link the Italian race track with its homeland on the Adriatic coastline. The vitality of the Misano circuit also features in the poster created by Drudi for the 2025 Lamborghini Super Trofeo World Finals.

"I created 'land art' in Misano, by taking the colors of the sea, summer and beach life and mixing it with the vibrancy of motor racing. It tells a story of performance which, intersecting with art and the images of cars or bikes against the darkness of asphalt, throws up a dynamic unlike any other. And the chance to design the poster for Lamborghini's world finals brings another opportunity to use color in an exotic way, linked to both a legendary Italian marque as well as the Misano circuit."

The fourth poster designed by Aldo Drudi for Lamborghini, he takes inspiration each time from a circuit as well as the sport. "When in Vallelunga near Rome for the world finals, we used a white background reminiscent of the famous local marble, but as in the Misano version a rainbow of colors represents not only the host nation but the truly international spirit of the event, where teams and drivers from around the world come together with an incredible energy.



“I am lucky enough to have been born in Emilia Romagna, Italy’s ‘motor valley’, and I’m also fortunate enough to have driven a Lamborghini. The founder Ferruccio Lamborghini’s story is based on something a little mad, an incredible ambition and imagination deep within, always raising the bar to meet the next challenge. That is me, what I see in Lamborghini’s worldwide race series that inspires so many, and that translates into my artwork for Lamborghini. After all, whether I’m creating a motorcycle, a race suit, a helmet or a piece of iconic poster art: it’s only design if performance is guaranteed.”

The Lamborghini Super Trofeo World Finals takes place this year in Misano, Rimini in Italy from 7 to 9 November. It features 37 teams and 140 drivers from all over the world, who have all competed in the Super Trofeo USA, Asia or Europe one-make series. Over the weekend, two qualifying sessions and two races will result in the world champions taking the final podium. Each year the world finals is held in a different venue, including tracks in the USA, Asia and Europe, attracting participants and Lamborghini owners and enthusiasts from across the globe.

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 Revuelto, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario, 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 186 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



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