



Automobili Lamborghini inaugurates its new ‘Selleria’ alongside transformed Revuelto and Temerario production line

Strategic expansion of upholstery and interiors department with technology, craftsmanship and skill at its heart, accompanies the industrial evolution of super sports car production

Sant’Agata Bolognese, 5 November 2025 – Automobili Lamborghini inaugurates its new Selleria at its Sant’Agata Bolognese factory. The beating heart of the brand’s craftsmanship, the Selleria - or ‘saddlery’ - where its upholstery and interiors are created, has been expanded and entirely renewed, and accompanies the broader industrial reform of a next-generation production line constructing Revuelto¹ alongside new Temerario²: the super sports car that marks the complete hybridisation of the Lamborghini model range.

The redefined Selleria occupies 2,600 square metres compared with the previous 1,400, integrating new technologies and improving workstation ergonomics to ensure efficiency and manufacturing quality with handcrafted excellence always at the center of operations. The number of machines has been doubled, with production flows optimized to support the new Temerario’s volumes as well as deliver an even higher level of personalisation in every aspect of a Lamborghini’s interiors.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, states: *“Our growth through investment and development continues. The latest developments at our Sant’Agata Bolognese plant reflect our commitment to a transformation that has led us to a fully hybrid range. This is an important stage in a journey defined by strategic vision, with people and technology remaining as two equally central and decisive factors.”*

The Selleria: a symbol of Made in Italy and human value

The expansion of the Selleria department marks an important moment in the Sant’Agata Bolognese plant’s growth, where craftsmanship and human value remain central elements in the creation of every car. It is a place where tradition and innovation meet, expressing Italian excellence recognised worldwide for its attention to detail and the quality of its production processes.

Today the Selleria is home to 170 specialised artisans: increasingly rare, highly-skilled professionals, who handcraft the interior of each Lamborghini that is destined to become an ambassador of Made in Italy on a global scale. Precious materials such as leather in myriad colors and microfibre are worked to flawlessly deliver the specification of every car, including an extremely high level of customisation demanded by the Ad Personam personalization programme that is chosen by over 94% of Lamborghini clients.

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



Media Information

An automatic leather gluing system has been introduced for the first time, capable of adapting the amount of adhesive to the volume of material and reducing waste and emissions: a concrete example of how technology can support manual craftsmanship without diminishing its value.

In parallel, Automobili Lamborghini continues to invest in training and professional development, enabling personnel to acquire specific expertise in new-generation materials and techniques. This reflects the company's conviction that its people are a key factor in its success and able to accompany the brand's evolution with skill and passion.

The super sports car line: symbol of Automobili Lamborghini's hybrid revolution

As part of the Sant'Agata Bolognese plant's development, a central role is played by the super sports car production line: it has been entirely renewed to accommodate the new hybrid V8 bi-turbo Temerario alongside the Revuelto, the company's first HPEV (High Performance Electrified Vehicle).

This line hosts two different hybrid technical architectures based around V8 and V12 on the same assembly stations, integrating them into a single production flow with the redesigned layout ensuring maximum precision and quality in every stage of assembly. This achievement marks the company's evolution towards a production paradigm that is increasingly efficient, flexible and technologically advanced. The restructuring of the line enables a full-capacity daily output of ten Revuelto and 20 Temerario units: deliveries of the Revuelto are already under way, while the first Temerario models will reach customers by the start of 2026. The order bank for Temerario, which completes Lamborghini's fully hybridized line-up, already covers around one year's production, confirming a strong appreciation for the direction taken by the brand.

Ranieri Niccoli, Chief Manufacturing Officer of Automobili Lamborghini, declares: *"The expansion of the production line and the Selleria department represents a fundamental step in the evolution of our Manifattura Lamborghini. We have doubled production capacity, introduced new machinery and improved workflow to ensure optimum efficiencies and quality. This transformation stems from the need to accommodate the new hybrid generation and respond to the strong demand from our customers, confirming our commitment to innovating while maintaining the artisanal excellence that defines us."*

The production line and Selleria transformations hold not only industrial but also symbolic significance for Automobili Lamborghini's long-term vision. The production line stands as an icon of innovation and corporate evolution, while the saddlery department embodies a philosophy that unites a future increasingly hybrid, technological and centred on human value.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Media Information



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

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

Heritage Communication
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