



Lamborghini Arena: the return of the most eagerly awaited event to experience the Lamborghini world

Tickets available from today for the event on 9 and 10 May at the Imola Circuit

Sant'Agata Bolognese, 12 November 2025 – Lamborghini Arena returns: the event that best embodies the spirit and passion of the House of Sant'Agata Bolognese. Following the success of the first edition, the gathering that captured the hearts of thousands of enthusiasts will be back on 9 and 10 May 2026 at the Imola Circuit, a venue symbolic of speed, energy and spectacle. Tickets are now officially available on the TicketOne website at the following [link](#).

Lamborghini Arena was created with the aim of establishing a unique meeting point between the House of Sant'Agata Bolognese and its global community – a place where the brand comes to life through performance, design, innovation and togetherness. The 2026 edition will be further enhanced by a special highlight: the event will coincide with the second round of the Lamborghini Super Trofeo Europe, uniting the world of racing with that of brand experience in one major celebration.

The first edition attracted over 6,000 participants and saw almost 400 cars on track – figures that confirmed the strength of a format capable of bringing the entire Lamborghini family together in a single weekend. The 2026 edition aims to build on this success by offering an even broader and more engaging programme, one that tells the story of the past, present and future of the House of Sant'Agata Bolognese.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, stated: *“Lamborghini Arena represents the most authentic celebration of our brand – a unique opportunity to experience the energy and passion that unite our global community. Following the success of the first edition, we return to Imola with an even richer event that combines the competitive spirit of the Super Trofeo with the pleasure of sharing our history, our values and our vision for the future. Lamborghini Arena is where passion becomes experience.”*

At the heart of the event will be the Lifestyle Village, an area dedicated to partners and brands that share Lamborghini's values of excellence, innovation and creativity. It will be a space designed to showcase the many facets of the brand and offer visitors an immersive experience within its universe. During the event, guests will also be able to access different levels of experiences, designed to offer various ways of discovering the Lamborghini world. Alongside general admission, dedicated packages will be available, allowing participants to enhance their experience with additional activities and exclusive content.

With Lamborghini Arena 2026, Automobili Lamborghini reaffirms its commitment to building an authentic dialogue with its community and to offering all enthusiasts the opportunity to experience their passion for the brand in a direct, exclusive and unforgettable way.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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