



## Media Information

# Horizon, elevated: Automobili Lamborghini brings the third edition of #SheDrivesaLambo to Courchevel

## A drifting Lamborghini Temerario pays tribute to female leadership and the art of performance

*Sant'Agata Bolognese/Courchevel, 17 December 2025* – Automobili Lamborghini returned to one of the world's largest linked ski areas, Les Trois Vallées, in the French Alps for the third European edition of #SheDrivesaLambo. The special rendezvous brought together bold and inspirational women for a two-day experience designed to explore the Lamborghini Temerario's performance – both on road and drifting on snow – alongside the brand's commitment to the topic and the multifaceted strength of the women shaping the future. Hosted at Le K2 Palace, the event immersed guests in a narrative of empowerment, sharing, innovation, and Italian excellence.

*“Lamborghini is more than just a symbol of power and luxury, it’s a brand that stands for pushing boundaries and redefining expectations,”* said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *“With #SheDrivesaLambo, we demonstrate our commitment to diversity and inclusivity and showcase how our brand resonates with women who are as bold and uncompromising as our cars.”*

This year's edition embraced the theme “Horizon”: a concept chosen to symbolize clarity, elevation, and the instinct to push beyond the expected. The horizon within the #SheDrivesaLambo concept is depicted not as a limit but as an invitation; a line that sharpens as one rises, a metaphor for the women who define the initiative – leaders who move with intention, cultivate perspective, and transcend traditional boundaries. The alpine setting of Courchevel, with its vast openness and shifting light, offered the ideal stage for this narrative, echoing the idea that “true performance is not about numbers; it is about elevating oneself – and others – to reach new heights.”

At the heart of the edition stood the Lamborghini Temerario<sup>1</sup>. Its all-new 4.0-liter twin-turbo V8 paired with three electric motors delivers over 920 CV, demonstrating how Lamborghini interprets electrification: not as compromise, but as a performance amplifier, while preserving the unmistakable emotional engagement that characterizes every Lamborghini. The route through Les Trois Vallées was designed to express the full dynamic spectrum of the Temerario: flowing mountain passes, technical switchbacks, and high-altitude straights offering a clear sense of the model's agility, usability, and elevated driving precision. Mid-route, a panoramic viewpoint amplified the sense of horizon expansion at the core of the #SheDrivesaLambo narrative. The journey continued on a dedicated ice track, where participants experienced drifting sessions led by Lamborghini's professional drivers—a direct demonstration of how hybrid technology and the dedicated drift mode enhance

<sup>1</sup> 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



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control, responsiveness, and driving enjoyment even in low-grip environments, placing fun-to-drive at the forefront.

#SheDrivesaLambo offered a 360-degree immersion into the Italian super sports brand, including a deep dive into the hybrid masterpieces manufactured in Sant'Agata Bolognese, and featuring a series of unique experiences such as engaging dialogues with both a Lamborghini female expert in technology as well as a professional extreme-expedition explorer and mountaineer.

Set against the breathtaking backdrop of the French Alps, guests experienced first-hand the exhilaration of driving Temerario, Lamborghini's latest high-performance hybrid vehicle. The experience was also an opportunity to highlight Lamborghini's ongoing commitment to diversity, cultural awareness, continuous training, equality, and the courage to go beyond: beyond stereotypes, supporting strong women, challenging the status quo, and persevering for the best. The event featured engaging dialogues with Daniela De Vivo, Project Leader of Whole Vehicle Development at Lamborghini, and Anja Blacha, record-breaking mountaineer and explorer whose achievements include summiting K2 without supplemental oxygen and completing a solo unsupported expedition to the South Pole.

Lamborghini engineer Daniela De Vivo spoke about the challenges female engineers often face, from feeling lonely during the journey to transforming obstacles into opportunities and earning the esteem of colleagues, while becoming role models for the next generation of women engineers. *“As a woman representing a small field in the automotive sector, doing my dream job every day, I couldn’t be happier to share my experiences and receive valuable feedback from empowered and courageous women,”* Daniela said. *“It’s inspiring to see women with different backgrounds—from automotive to architecture, to fashion and the media industry—challenging the status quo and shaping the future each in their unique way. I am proud to be part of this journey, and I hope to see even more women in engineering, pushing the boundaries of what’s possible.”*

Hosted at Le K2 Palace, one of Courchevel's most prestigious luxury hotels where bespoke hospitality reflected Lamborghini's dedication to the best in refined sophistication, the program immersed guests in a world where craftsmanship, exclusivity, and curated detail shape every moment. The hotel's warm, Himalaya inspired refinement and panoramic views aligned authentically with the spirit of this year's theme: a physical and symbolic ascent into spaces that allow purpose, vision, and leadership to expand.

Beyond performance and innovation, the event reaffirmed the essence of #SheDrivesaLambo: a platform dedicated to spotlighting stories of leadership, talent, and resilience, and a continuous commitment to women who lead with conviction, embrace authenticity, navigate complexity with intention, and continuously reshape the world around them. The combination of high-altitude driving, meaningful dialogues, and the enveloping luxury of Le K2 Palace created a setting where courage and clarity could coexist, mirroring the very attributes that define both Lamborghini and the women celebrated through the initiative.



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#SheDrivesaLambo demonstrates Automobili Lamborghini's ongoing efforts to challenge outdated perceptions and promote greater diversity within the automotive industry. It stands as a clear expression of the company's commitment to advancing gender equality - a mission still in progress, yet one that grows stronger through shared determination.

She leads. She drives. She elevates the horizon. **#SheDrivesaLambo.**

### Le K2 Collections

The guests' hotel, [Le K2 Palace](#), a jewel in the Himalayan-inspired [Le K2 Collections](#), is framed by the mountains and perfectly integrated into the landscape. The hotel overlooks the Trois Vallées offering incredible panoramic views and direct access to the ski slopes. Guests dined in L'Altitude and Bottleneck restaurants, with their Tibetan-inspired decor combining charm and excellence and a culinary experience combining a reinvention of traditional French cuisine; the best artisan French cheeses; and extraordinary dessert creations that resonate with gourmets around the world.

### 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 twinturbo 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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