



Automobili Lamborghini presents “The Dinner”: the Christmas video celebrating authenticity, memory, and the strength found in differences

An intimate story showcasing the people of the Sant’Agata Bolognese company through the fragments of life that connect them

Sant’Agata Bolognese, 19 December 2025 – Automobili Lamborghini presents *The Dinner*, the 2025 Christmas video celebrating its employees and their stories. Each year Automobili Lamborghini creates a Christmas video to express, through a narrative language, its core values and beliefs and in recent years, exploring meaningful social themes that closely reflect the brand’s principles. In 2024, *The Snowball* explored the topic of bullying and the power of collective actions. This year, Lamborghini places the people who contribute to its excellence every day, even more firmly at the centre. *The Dinner* tells the story of their experiences, their passions, and the path that brought them to the House of Sant’Agata Bolognese.

The story is rooted in daily gestures, shared memories, and diverse identities which, when woven together, become a single narrative of belonging. At its core is a richly laid table, symbolising sharing and togetherness. Around it, Lamborghini employees gather to experience an authentic moment filled with glances, memories, and interlaced traditions. Among the seats appear fragments of real life: photographs, videos, and family clips that reveal different origins and journeys connected by a common bond. In the personal and family challenges, the difficulties overcome, the enthusiasm, pride, passion, and commitment emerging from everyone’s journey, in the wealth of experience and culture each person carries with them, and in the intimate images that portray them, lies the deepest essence of Automobili Lamborghini.

A passion nurtured in homes, workshops, garages, and in the everyday actions that have shaped generations. A dedication born not only from work, but from the human and emotional context that has shaped those who today help build a symbol of excellence recognised around the world. And it is precisely from these experiences that the company’s core identity emerges. Automobili Lamborghini exists thanks to this invisible heritage: diverse origins converging into a single culture built on pride, care, and a commitment whose roots lie in personal stories even before industrial processes.

In the video, the protagonists are accompanied by memories that shaped their passions and their journeys, and which now find expression in the roles they play within the House of Sant’Agata Bolognese. There are those who grew up in a workshop and transformed their early familiarity with mechanics into the work of a specialised technician; those who, following dedicated studies, now manage supplier quality within the purchasing department; someone who built prototypes as a boy and is now part of the Research and Development team; someone who nurtured a creative eye that led her to become a designer for the Centro Stile; someone who lives speed as a discipline and applies it to their daily profession; someone who has turned interests born outside the automotive world into skills they now bring to the legal department.



Media Information

Different passions, different stories, which together show how personal inclinations and unique paths can converge in the same place and contribute, each in their own way, to the life of Automobili Lamborghini. The message that emerges goes beyond the occasion and conveys something deeper: behind every masterpiece lie the unique stories of those who, every single day, turn a vision into reality. A value that surpasses the Christmas moment and reflects the very identity of Automobili Lamborghini and its community.

With *The Dinner*, the House of Sant'Agata Bolognese delivers a simple and sincere story, in which the brand speaks through the community that brings it to life every day.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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