



Where Winter Becomes a Playground: Lamborghini Esperienza Neve Montebello 2026

An iconic destination sets the stage for Lamborghini's ultimate ice driving experience

Sant'Agata Bolognese/Québec, Canada, February 12, 2026 – Surrounded by snow-covered forests and the quiet grandeur of Northern Québec, Automobili Lamborghini returned from January 29 to February 10, 2026, with Esperienza Neve – an exclusive winter driving experience where luxury, performance, and emotion unfold on ice. The Americas edition was hosted at a new venue, the historic Fairmont Le Château Montebello, a destination synonymous with elegance and escape.

For the first time in the Americas, guests experienced Lamborghini's fully hybridized lineup on ice, including the V12 flagship Revuelto¹, the 907-horsepower Temerario², and the most versatile Super SUV Urus SE³, set against the crystalline backdrop of snow and ice. The new location elevated Esperienza Neve into a fully immersive lifestyle experience, seamlessly blending refined hospitality with the exhilaration of mastering Lamborghini's most advanced vehicles in extreme winter conditions.

Designed to deepen both connection and control, the 2026 program introduced a refreshed format centered on driving mastery, offering participants more time behind the wheel than ever before. Over two carefully curated days, guests refined their skills on precision-engineered ice tracks under the guidance of professional Lamborghini driving instructors—each moment crafted to inspire confidence, fluidity, and pure driving pleasure.

“Esperienza Neve represents one of the purest expressions of Lamborghini performance, where our customers can fully engage with the cars and the brand in an environment that challenges both skill and instinct,” said Andrea Baldi, CEO of Automobili Lamborghini Americas. “Montebello offers an extraordinary new backdrop for this experience—combining world-class hospitality with demanding winter conditions that allow our hybrid super sports cars and Super SUV to truly shine.”

At the heart of the experience was the Temerario, Lamborghini's first plug-in hybrid V8 equipped with High Performance Electrified Vehicle (HPEV) technology. Its bold design, effortless agility, and commanding performance exemplify the brand's future, where electrification enhances emotion rather than restraining it. Together with the Revuelto and Urus SE, the fleet embodied Lamborghini's unmistakable spirit: visionary innovation, sculptural design, and visceral performance.

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

³ Urus SE: Combined energy consumption: 39,5 kWh/100 Km plus 5,71 l/100km; Combined CO2 emissions: 140 g/km; Combined CO2 efficiency class: E; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 12,9 l/100km



Media Information

Set within one of Canada's most enchanting winter landscapes, Esperienza Neve Montebello 2026 offered an invitation into a world where driving becomes an art form and luxury is defined by experience. It brought together a community of enthusiastic customers to create memories that remain long after the snow melts.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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