



## **Lamborghini Arena: the brand's universe takes shape in the Arena Village**

**On 9 and 10 May at the Imola Circuit, an immersive weekend featuring iconic cars, design and innovation**

*Sant'Agata Bolognese, 26 March 2026* – Anticipation is building for Lamborghini Arena, the event taking place on 9 and 10 May that will bring together clients, enthusiasts and visitors at the Imola Circuit for a weekend entirely dedicated to the Lamborghini universe. Two inimitable days celebrate the brand, its cars and the community that makes it distinctive, combining on-track spectacles with activities and insights into the Sant'Agata Bolognese company.

At the heart of the event will be the Lamborghini Arena Village, an experiential space where different departments will be represented through installations, displays and particular activities. The journey will guide visitors through the key dimensions that define Lamborghini's identity: from technological innovation to personalisation, from design creativity to the brand's heritage.

A strong focus will be placed on personalisation. **Ad Personam**, the programme that allows customers to make each Lamborghini unique, will be represented by three vehicles – Urus SE<sup>1</sup>, Temerario<sup>2</sup> and Revuelto<sup>3</sup> – configured with distinctive combinations of colours, materials and finishes, offering a tangible demonstration of the creative possibilities available.

The event will also celebrate a special anniversary: 2026 marks 60 years since the unveiling of the Miura, widely recognised as the first super sports car. At the **Lamborghini Polo Storico** stand, an example of the legendary Miura will be displayed within the Village, allowing visitors to admire up close the revolutionary model first presented on 10 March 1966 at the Geneva Motor Show and to discover its history. This celebration will be complemented by the Lamborghini Polo Storico Tour, dedicated to the Miura, which will arrive at the Arena on Saturday 9 May after departing on 6 May, giving visitors the opportunity to witness a significant gathering of Miura models from around the world.

**Research & Development** will also be among the key highlights of the Lamborghini Arena Village, offering visitors a direct insight into the technologies and processes behind Lamborghini vehicles. Through displays, demonstrations and interactive content, from the Revuelto engine mock-up to carbon fibre technologies, as well as development simulations

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<sup>1</sup> Urus SE: Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km

<sup>2</sup> Temerario: Energy consumption (weighted combined): 4,3 kWh/100 Km plus 11,2 l/100km; CO2 emissions (weighted combined): 272 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km

<sup>3</sup> Revuelto: Energy consumption (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km



## Media Information

and digital features such as remote parking, guests will explore the engineering expertise that underpins the brand's performance and innovation.

The Village experience will be further enriched by artistic and cultural installations. **Sustainability**, an increasingly central theme in Lamborghini's activities, will also be featured. Along the main boulevard, visitors will be welcomed by eight four-metre-high super robots, created in collaboration with the Scart laboratory of Gruppo Hera and built using production waste materials from Lamborghini vehicles. These striking installations, previously showcased at Lucca Comics 2025, return as a symbol of circular economy and creative reuse.

The experience will also include a selection of photographic works by artist Lucrezia Roda, taken from the exhibition *The Industrial Perspective*, originally displayed at the **Museo Automobili Lamborghini** in Sant'Agata Bolognese. The images highlight the company's industrial and manufacturing excellence through visual storytelling focused on processes and production lines. The purchase of a Lamborghini Arena ticket will also grant access to the Museum, allowing visitors to extend their experience with a journey through the brand's history at its headquarters.

Within the Village, visitors will also be able to explore services dedicated to customers. The Customer Palace will be the perfect setting to discover selected Contact Program items and explore the digital experience offered by **Unica**, the exclusive application that keeps owners constantly connected to the Lamborghini world and enabling them to explore every aspect of their vehicle. For those joining the track sessions, the experience will also include support with the on-board **Telemetry** system and the chance to have their on-track videos reviewed by a Squadra Corse driver. The **Selezione Lamborghini Certified Pre-Owned** programme will also be presented, offering a range of certified pre-owned vehicles that undergo rigorous technical inspections and are backed by an official warranty, ensuring standards consistent with the brand.

A dedicated space for **Lamborghini Original Accessories** will present bespoke customization programs and a refined selection of products crafted to elevate performance, design, and character. The area will also host exclusive sessions created in partnership with Akrapovič, developer of the high-performance Lamborghini Titanium Exhaust.

The Village will cater to younger visitors, with a dedicated children's area designed to offer engaging moments for the next generation of enthusiasts. In addition, all visitors will have access to gadgets and merchandise from the official **Boutique** in Sant'Agata Bolognese.

With Lamborghini Arena approaching, the event is set to deliver a fully immersive experience, offering a comprehensive insight into the world of Automobili Lamborghini and what makes it unique.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



## Media Information



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
**Tim Bravo**  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
**Camilla Manzotti**  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
**Francesco Colla**  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication  
**Chiara Busolo**  
T +39 340 0791871  
[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication  
**Giovanni Zini**  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication  
**Enrico Pavesi**  
T +39 345 6749362  
[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

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#### Regional Offices

North & South America  
**Jory Wood Syed**  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa  
**Liliya Dovbenchuk**  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
**Tricia Tan**  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)