



Automobili Lamborghini, design that goes beyond the car

From finishes to materials, Lamborghini's design language comes to life in new fields alongside partners and licensees who share its vision

Sant'Agata Bolognese, 16 April 2026 – Few automakers can boast design as highly identifiable as that of Automobili Lamborghini. It is a stylistic language that originated in the world of super sports cars and which, through projects developed with partners and licensees who share Lamborghini's vision, continues to express the brand's DNA in new sectors, taking on different forms each time while remaining true to its character, values and recognizability.

"Translating our language into new sectors is a highly creative challenge we take very seriously but also with the same enthusiasm as we design our cars. We work directly with every partner to make sure that our design DNA in general, as the proportions, colors and quality of the details are authentically Lamborghini: not a mere suggestion, but a precise representation of who we are" explains Mitja Borkert, Design Director at Automobili Lamborghini.

It is from this vision that collaborations are developed, often very different from each other but always immediately recognizable as an expression of the Lamborghini marque. Clean lines, distinctive materials, and color palettes inspired by its super sports cars are reinterpreted in different contexts, from high-performance products to interior design, from fashion to collectibles, each time preserving a clear link with the identity of the Sant'Agata Bolognese automaker.

Sports and Performance

For high-performance products, the Lamborghini language is reflected, first and foremost, in the choice of materials and the construction approach.

The **Babolat** padel rackets – BL001, BL002 and BL003: three models designed for different, demanding player profiles – have been developed using the same carbon fiber, the same Koridion foam and the same approach as that applied to Lamborghini super sports cars: reducing weight while maintaining structural rigidity, with direct effects on response and control during play. In this sense, the BL001 represents the most direct link to the expertise of Automobili Lamborghini, having been produced at the Sant'Agata Bolognese plant's specialist carbon fiber department. The "Y" and the hues of Lamborghini come together in a product that brings both the brand's performance and visual identity to the game of padel.

Ducati and Lamborghini share the same roots in Motor Valley and the same focus on performance and design precision. The Diavel 1260, Streetfighter V4 and Panigale V4 were reinterpreted in the Lamborghini style, maintaining the identities of both brands while delivering exclusive products with their own design originality, raising the profile of both marques.

In the luxury sea toy segment, **CAYAGO** recently brought an entirely new SEABOB to life. Developed from the ground up, the SEABOB SE63 for Automobili Lamborghini is crafted for



Media Information

absolute performance and draws inspiration from the unmistakable design and iconic elements of super sports cars. From its distinctive power button to the sharply sculpted body lines, every detail reflects a precise interpretation of signature Lamborghini liveries, translating the thrilling driving sensations of Sant'Agata Bolognese's automotive masterpieces into a completely new experience on the water.

Real estate and Home Interiors

The Lamborghini design language inspires real estate and home interior design, coming to life in projects that translate the brand's stylistic codes into physical spaces. It is within this context that the collaboration with **Dar Global** fits, expressed in the Benahavís villas in Spain (Costa del Sol). Architecture with bold lines, and premium materials inspired by Automobili Lamborghini design bring the brand's proportions and character to an exclusive residential community.

The collaboration with **Sonus faber**, on the other hand, led to the creation of *Il Cremonese Ex3me – Automobili Lamborghini Edition*: a limited-edition floorstanding speaker where exposed carbon fiber, shapes and materials inspired by the super sports cars' instrument panels and steering wheels merge aesthetics and acoustic engineering. The formal language of Lamborghini is not just a label, but an integral part of the Sonus faber product's structure.

Fashion and Craftsmanship

Among elements that best reflect the artisanal aspect of Lamborghini is leather, a key feature of the car's interiors and an essential part of their identity. It is from this shared affinity that the collaboration with **Tod's** was born, reinterpreting its sneakers and iconic Gommino through selected leathers, clean lines, and a construction defined by meticulous attention to detail. In this dialogue between the two worlds, the unmistakable Y of Lamborghini also finds its place within the recognizable sole of this loafer, integrating naturally into a balance of elegance, innovation, and craftsmanship.

Toys, Model Cars, and Collectibles

Even in objects created for play and collecting, the Lamborghini design retains its recognizability and evocative power, entering more everyday, yet no less distinctive, environments. The remote-control Revuelto with its app-based driving system is developed with **The LEGO Group**, transforming the first HPEV Lamborghini's character into a product that combines immediacy, innovation and engagement. The **Hot Wheels** die-cast cars and 1:64th scale collection also fall into this category, making the brand's language accessible to a wide range of audiences from youngsters to car enthusiasts, and bringing the Lamborghini universe into the world of collecting and lifestyle.

Rooted in a tradition that is 100% Italian but with a global community, Automobili Lamborghini transfers the same passion, craftsmanship, innovation, and attention to detail that defines its super sports cars to its brand extension projects. Every collaboration begins as an expression of shared exclusive values, built on originality, customization, and design that creates meaning and value over time.



Media Information

Photos and videos: media.lamborghini.com

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