



## Automobili Lamborghini turns 63

### **A number that runs through the brand's history, and a weekend to celebrate it together**

*Sant'Agata Bolognese, 7 May 2026* – On 7 May 1963, Automobili Lamborghini was born. Sixty-three years later, the Sant'Agata Bolognese-based company is not simply marking a date but, together with a worldwide community of owners, dealers, guests and enthusiasts, celebrating it at Lamborghini Arena. Over the weekend of 9 and 10 May, the Imola circuit will be the natural setting for a birthday that deserves to be celebrated in style.

It all began in 1963, when Ferruccio Lamborghini decided to build something that did not yet exist. This was an historic statement of intent, a clear declaration: to create a car capable of competing with the very best, without ever resembling others or following their rules.

The company was officially founded on 7 May 1963, and on 2 October of that same year the 3.5-litre V12 engine was fired up on the test bench for the first time, destined to evolve and become the beating heart of Lamborghini flagship models over six decades. On 20 October 1963, the first prototype, the Lamborghini 350 GTV, was presented to the Italian press in Sant'Agata Bolognese, with the factory building still under construction in the background. Ten days later, on 30 October, the car was unveiled to the public at the Turin Motor Show, officially marking the birth of the new brand.

Today, the number 63 is no longer just reference to an important year but has become a recurring signature in the language of Lamborghini. It's a signature immediately associated with the Lamborghini marque, consistent and discreet, adaptable and refined. It's not simply a tribute to history but is a dynamic recurrence in the brand's reference to its heritage.

*"1963 marks the beginning of a vision that continues to guide us,"* said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. "Today, 63 is much more than a number: it is a symbol that expresses our essence. Celebrating it means continuing to evolve while remaining faithful to our roots. To celebrate this year through Lamborghini Arena makes this anniversary even more meaningful, because it allows us to share this moment with our community."

From its origins to its most recent expressions, 63 runs through the company's history, reappearing at key moments. It recurs in its most exclusive models, such as the Sián FKP 37, produced in 63 examples and the first chapter of Lamborghini's hybrid era. It's innate within the Aventador SVJ 63 and SVJ 63 Roadster, where the number is a discreet signature capable of reinforcing exclusivity and collectible value. In motorsport, with the SC63 hybrid prototype developed for the FIA World Endurance Championship, this number accompanied the project into a new phase of the brand's recent history. In collaborations with other Italian brands of excellence such as Ducati, from the Diavel 1260 Lamborghini to the Panigale V4 Lamborghini Speciale Clienti, 63 becomes a sign of connection between like-minded worlds. The number 63 is a common thread that brings together tradition and innovation and continues to find new formats through which to express itself.



## Media Information

The number 63 also appears in the details, in those subtle signs that those who know the brand will recognise. Consider Giallo Maggio, a shade whose name recalls the month in which it all began, and which customers are increasingly choosing for the most exclusive configurations: a discreet way of carrying a piece of history with them.

Lamborghini celebrates 63 years of history, and the feeling is that the best is still to come. Lamborghini Arena is the perfect occasion to experience it all in one weekend, among the cars, the people and the stories that have made this brand what it is today. Over two days at the Imola circuit the past and present will meet, the community comes together, and the 1963 birth day of Automobili Lamborghini becomes an experience to be shared, not simply remembered.

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

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



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