



Lamborghini Arena 2026: the second edition of the event that brings the Lamborghini world together

More than 7000 participants and 450 cars for a weekend celebrating 63 years of history, the community and major new developments

Sant'Agata Bolognese, 11 May 2026 – Lamborghini Arena 2026 closes after two days during which, on 9 and 10 May at the Imola Circuit, the brand and its community was brought together in a setting where history, innovation and performance converged. The second Arena event, it highlighted the unique value of such an activity in a single location, shaping and expanding the Automobili Lamborghini universe for all who witnessed it. In the 63rd anniversary year of the Sant'Agata Bolognese company, Lamborghini Arena took on even greater significance, offering the brand's international community an opportunity to join as one and share their passion in an inimitable way.

The Lamborghini Arena concept is one of an encompassing brand experience. Witnessed by all was the strikingly visible presence of 450 cars reunited in one place, and more than 7000 people living a shared passion together over one weekend. A truly global community: fans and clients travelled from all over the world to be there, with some going to extraordinary lengths to make it happen - including those who shipped their Lamborghini all the way from Australia to Imola.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, said: *"Lamborghini Arena has in a very short time become the place where our brand meets the people who truly love it. Seeing such strong participation confirms how authentically this event reflects the bond between Lamborghini and its community. It is a result of which we are very proud, also because it immediately expresses the energy and sense of belonging that define our world."*

Arena Village: a journey through the Lamborghini universe

Those who experienced the Lamborghini Arena Village journeyed through each aspect of the brand, discovering something unexpected at every turn. Once again, all the departments of the Sant'Agata Bolognese-based company came together in a single space with their own story to tell. Ad Personam showed just how far personalisation can go, with Urus SE¹, Temerario² and Revuelto³ configured in original combinations of colours, materials and finishes, whilst the Centro Stile offered a glimpse into the brand's design philosophy through the presence of two vehicles emblematic of Lamborghini's design vision, Terzo Millennio and Manifesto. Research & Development offered a glimpse into work that normally remains behind the scenes, showcasing key stages in vehicle development, from aerodynamic testing on the Revuelto's rear wing to virtual tools for ergonomics and sound design analysis, whilst the Customer Palace provided an immersion into the services dedicated to owners, from the Unica app to the Contact Programme and the Selezione Lamborghini Certified Pre-Owned programme. The Lamborghini Manifattura was also represented, giving visitors the

¹ Urus SE (WLTP): 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

² Temerario (WLTP): Energy consumption (weighted combined): 6,4-4,3 kWh/100 km plus 11,2-10,3 l/100km; CO2 emissions (weighted combined): 272-252 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km

³ Revuelto (WLTP): 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



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opportunity to experience the brand's craftsmanship first-hand, with a selection of components on display and hands-on activities guided by team leaders across the various stages of the production process.

The Lamborghini Training Academy brought a Masterclass format to the Village, that made content usually reserved for dealer training programmes accessible to a wider audience. There was also space for Accessori Originali, the official Boutique and an area dedicated to younger visitors. Completing the experience were photographs by Lucrezia Roda from *The Industrial Perspective* exhibition at the Automobili Lamborghini Museum which, through images of production processes and assembly lines, communicated the brand's more-rarely seen aspects of manufacturing activities.

Lamborghini Arena 2026 would not have been the same without the partners who enhanced the Arena event. Various organisations, united by the same dedication to excellence and attention to detail that define Lamborghini's identity, brought the Village to life with activities and experiences that created a unique immersion for the public throughout the weekend.

The world premiere of the Fenomeno Roadster

Lamborghini Arena was not only a celebration of the past. On Saturday evening during Lamborghini Party Night at BolognaFiere, Automobili Lamborghini unveiled its latest few-off model in a world premiere: the Fenomeno Roadster⁴. Just 15 examples will be produced, equipped with the 1,080 CV hybrid V12 HPEV powertrain - the highest-performing V12 ever built by Lamborghini - with 835 CV at 9,250 rpm combined with three electric motors making the Fenomeno Roadster the most powerful open-top car created by the brand. Its performance figures reflect this: 0–100 km/h in 2.4 seconds, 0–200 km/h in 6.8 seconds, with a top speed of over 340 km/h.

“The challenge is always to create a character that is unique and unexpected. For the Fenomeno Roadster we worked intensively on the engine area, conceived with a visual illusion that makes the powertrain appear suspended and celebrating it as the central element of both the car and the driving experience,” said Mitja Borkert, Design Director of Automobili Lamborghini.

An evolution of the Fenomeno coupé presented in 2025, the Roadster introduces a completely redesigned aerodynamic package on the upper surfaces, with solutions enabling it to achieve levels of downforce, stability and balance almost identical to those of the coupé. The cockpit, with carbon seats, Corsatex by Dinamica and Carbon Skin, embodies the *“Feel Like a Pilot”* philosophy through three digital displays, haptic buttons and aviation-inspired controls. The Blu Cepheus livery with Rosso Mars accents is a tribute to the colours of Bologna and a fitting reference to the 1968 Miura Roadster: the first chapter in a Lamborghini roadster story that the Fenomeno continues sixty years later.

Sixty years of the Miura: when history comes to the track

⁴ The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage



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Lamborghini Arena 2026 coincided with another anniversary to be celebrated: the 60th anniversary of the Miura's unveiling at the 1966 Geneva Motor Show, the car that redefined the very concept of the super sports car.

Lamborghini Polo Storico brought to the Village a 1968 example, recently restored and currently undergoing certification, which formed the centrepiece of the heritage department's display where collectors and enthusiasts congregated. Polo Storico presented its archive, certification and restoration activities, using the displayed car as a physical example to illustrate the research and precision that underpin each of its projects.

The climax of Miura celebrations came on Saturday with the arrival at Arena of the Lamborghini Giro Polo Storico dedicated to the Miura. Setting off on 6 May and covering more than 500 km from Piedmont through Liguria and Tuscany to Emilia-Romagna, the tour brought 20 Miuras from around the world to Imola, turning the circuit into an extraordinary stage for one of the most important stories in the automotive world.

On track: Super Trofeo Europe and the final dance of the Huracán EVO2

On the Santerno circuit within Imola, Lamborghini Arena hosted an official round of Lamborghini Super Trofeo Europe, the second race event of the 17th season after the opener at Paul Ricard. For the event's public, it was a chance to experience motorsport from the inside, with access to free practice and qualifying on Saturday and two races on Sunday that maintained tension throughout the day.

The weekend was dominated by Oregon Team, with Patrik Fraboni and Silas Rytter taking victory in both races - the first on a damp track, the second in the rain - whilst Kevin Gilardoni and Simone laquinta (DL Racing) consolidated their lead in the Pro standings with a second and a third-place finish. The championship now moves to Spa, on the weekend of 25-27 June.

Imola is no ordinary setting for Super Trofeo: the Emilia-Romagna circuit hosted the 2017 World Finals and a 2024 race supporting the FIA WEC, while the energy of the Arena crowd added a new dimension to a race weekend.

The Imola Super Trofeo was also a celebration. The 2026 season marks the final competitive year of the Huracán Super Trofeo EVO2, the car that in recent years has embodied the technical evolution of the championship. Next season already has a name: Temerario Super Trofeo. Presented at the 2025 World Finals, the new race car also appeared at Arena with an on-track demonstration and dedicated display area, offering the public an early preview of the 2026 competition. The Essenza SCV12, the limited-series hypercar powered by a naturally aspirated V12 with over 830 CV, completed the racing weekend with its own track sessions, emphasising the limitless and uncompromising horizons of Lamborghini engineering.

Lamborghini Arena exists because there is something that cannot be conveyed through a screen or a configurator: it is a closeness to the cars, to the people who build them and to those who love them. Lamborghini Arena is the place where the brand expresses itself in its entirety, all in the same place, at the same moment.



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