



Ad Personam turns twenty: the story of the program that redefined the concept of personalization

To celebrate the anniversary, Automobili Lamborghini presents the new Azzurro 20 Anniversary Ad Personam color

Sant'Agata Bolognese, 21 May 2026 – Automobili Lamborghini celebrates the twentieth anniversary of Ad Personam, the program that since 2006 has transformed personalization from an aesthetic choice into an integral part of the Lamborghini experience. Created to offer customers new possibilities for self-expression, Ad Personam is now one of the brand's most representative languages. In fact, 96% of vehicles leaving the factory feature at least one personalized detail, a sign of the growing desire to make every Lamborghini unique. To celebrate this journey, the Sant'Agata Bolognese-based company presents "Azzurro 20 Anniversary Ad Personam", a new color available for a limited period and inspired by the "Lamé Sky Blu" of the Miura Roadster, bringing into the present a shade linked to one of the most evocative icons in Lamborghini history.

"The twenty years of Ad Personam are not simply the story of a customization program, but the concrete demonstration of how exclusivity—when built on authentic craftsmanship and a deep relationship with the customer—creates value that lasts over time," said Federico Foschini, Chief Marketing & Sales Officer of Automobili Lamborghini. "Every Lamborghini configured through Ad Personam is unique by definition, and this uniqueness is never accidental. It is the result of a precise vision, rigorously selected materials and an attention to detail that is part of our brand's DNA."

The debut of Ad Personam dates back to the 2006 Paris Motor Show, with a limited-series Lamborghini Gallardo that anticipated a new idea of Lamborghini personalization. The launch configuration featured Nero Noctis bodywork, matte contrasts, Callisto wheels and two-tone leather and Alcantara interiors enhanced by the iconic Q-Citura stitching. It conveyed a distinctive approach based on bold aesthetics, material research and attention to detail that would develop over the next two decades through the expanding and truly bespoke configuration experience.

Azzurro 20 Anniversary Ad Personam: a color born from history

To celebrate the anniversary, the Ad Personam team at Automobili Lamborghini created a new color that joins the palette of over 400 shades available to customers: Azzurro 20 Anniversary Ad Personam, an exclusive tone offered for a limited time. Inspired by the iconic "Lamé Sky Blu" of the Miura Roadster, the new color reinterprets a timeless heritage in a contemporary way, creating a bridge between past and present. Its distinctive character comes from a four-layer system designed to increase coverage, brilliance and visual depth, combined with a high concentration of fine aluminum particles and pearlescent pigments that create an intense "star dust" effect. In direct sunlight, the finish releases bright, sparkling reflections, while in softer lighting it reveals a more elegant look with smooth



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transitions between light and shadow. The result is a luminous, three-dimensional effect capable of changing with the light and enhancing the sculpted surfaces of Lamborghini cars.

Twenty years of personalization and value

Over two decades, the Ad Personam program has become a central element of the Lamborghini experience, strengthening the bond between customer and brand through exclusivity, personalization and craftsmanship, and contributing to long-term value rooted in the uniqueness of every vehicle. From the outset, the goal was not simply to expand customization options but to enrich the customer journey, guiding each client through a process capable of transforming vehicle configuration into a truly bespoke experience. A key milestone came in 2013, when the program was expanded with a dedicated team tasked with guiding customers in choosing colors, materials, finishes and accessories, always in line with the brand's stylistic criteria and strict quality and safety standards.

A turning point arrived in 2016 with the official opening of the Ad Personam Studio in Sant'Agata Bolognese. Located in the heart of the production facility, the studio transformed personalization into a fully immersive experience. Customers, then as now, are guided through a factory tour followed by a dedicated configuration session, where they can explore physical samples of leather, colors, materials, seats and wheels with the support of a digital configurator. By the first half of 2016, more than 50% of Lamborghini super sports cars delivered included Ad Personam content, confirming the program's immediate success.

From Sant'Agata Bolognese to the world: a borderless experience

In 2020, the project took another step forward with the launch of the Ad Personam Virtual Studio, allowing customers to book two-hour remote consultations through their dealer. The same year, the Lamborghini Lounge Tokyo opened a permanent Ad Personam studio, enabling customers to personalize colors and finishes directly on site. The following year saw the opening of the Lamborghini Lounge New York, also equipped with an Ad Personam personalization studio, further expanding the program's global reach.

Over twenty years, Ad Personam has evolved along three main directions: expanding the offer from a limited selection to hundreds of increasingly sophisticated colors, materials and finishes; transforming the experience from an internal configuration space into a global personalization system; and elevating craftsmanship from tailored options to unique, non-replicable projects such as Opera Unica. The renovation of the Sant'Agata Bolognese studio in 2023 marked a further development of this approach, introducing digital tools designed to enrich dialogue with customers and make personalization even more immersive. This created an increasingly "phygital" experience in which physical samples of colors, leather and materials integrate with virtual technologies that allow customers to visualize and personalize the finished car—including remotely—together with a configuration specialist.

Today, Ad Personam represents not only Automobili Lamborghini's personalization program but one of the clearest expressions of the brand's ability to combine individuality, design, innovation and manufacturing excellence—an experience designed to meet customers'



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desire to create not just a unique example, but a vehicle truly tailored to reflect their personality in every detail.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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