



Automobili Lamborghini at Motor Valley Fest to promote the value of Italian automotive culture around the world

The company showcases the new Urus SE “Tettonero”¹ Capsule at the event dedicated to the excellence of Made in Italy

Sant’Agata Bolognese, 29 May 2026 – Automobili Lamborghini is once again taking part in Motor Valley Fest, playing a leading role in the event celebrating the excellence of Italy’s Motor Valley and the value of Made in Italy around the world. Now in its eighth edition and taking place in Modena from 28 to 31 May, the festival has become one of the automotive sector’s premier events, combining displays of the most iconic vehicles with an extensive program of conferences, meetings and panel discussions focused on themes shaping the industry’s future.

The authentic expression of a 100% Italian brand, deeply rooted in its territory yet supported by a global community united by passion, expertise and vision, Automobili Lamborghini actively contributes to the dialogue around key topics driving the industry’s evolution.

During the opening day on 28 May Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, participated in the Motor Valley brands’ Top Table and stated: *“Over the years, Motor Valley Fest has provided a key opportunity to re-evaluate the status of this unique ecosystem, where expertise, industrial culture and innovation coexist and grow thanks to the companies that have their roots here. It is essential we continue working together as one entity to fully unlock the enormous potential of the Motor Valley. We must continue strengthening its international appeal with future generations of talent as well as industry seeking to invest in innovation and the Italian excellence that Lamborghini, together with other brands, proudly represents around the world.”*

In the prestigious setting of the Modena Military Academy, the Sant’Agata Bolognese-based company is displaying the new Lamborghini Urus SE “Tettonero” Capsule in a sophisticated Viola Pasifae exterior color. Unveiled during Milan Design Week, this limited collection of 630 units of the 800 CV plug-in hybrid was created to fully express the concept of personalization, featuring an exclusive selection of liveries developed by Lamborghini’s Centro Stile in collaboration with Ad Personam. The six color combinations, paired with dedicated interior specifications, create the widest range of configurations ever offered for a Lamborghini Capsule collection and enhance the distinctive character of the Super SUV.

Automobili Lamborghini is also contributing to the Festival’s thought-leadership program through the participation of its management team in panels dedicated to key challenges facing the automotive sector. On 28 May Giuliano Cassataro, Head of After Sales, took part in the roundtable discussion “Heritage & Classic Car – The Timeless Value of Excellence,” focused on the preservation and enhancement of automotive heritage. On 29 May Ranieri

¹ Urus SE (WLTP): Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,7l 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



Media Information

Niccoli, Chief Manufacturing Officer, joined the “Smart Factory” fireside chat, which explored the evolution of manufacturing processes through innovation, digitalization, and sustainability. On the same day, Andrea Puggelli, Head of Brand Strategy and Customer Journey, participated in a panel discussion dedicated to the evolution of Customer Experience through personalization and digitalization.

The company also played a leading role in the Motor Valley Fest Talent Talks, a series of sessions designed for students to explore career opportunities within the automotive industry through direct insights from professionals. Representing Automobili Lamborghini were Alberto Ferrarotto, Head of People Strategy, Learning and HR Systems, and Elena Del Monte, Head of Body in White, Trims and Composite, who shared their professional journeys, daily challenges, and the vision of innovation that drives their work within the company.

Automobili Lamborghini’s participation in Motor Valley Fest reaffirms the strong bond between the Sant’Agata Bolognese-based company, its local territory, and the broader Motor Valley district, while also highlighting the brand’s ability to promote its Italian identity through a global vision built on innovation, craftsmanship, and people.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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