



## **Lamborghini and DJ Benny Benassi: power and passion at their heart at Lamborghini Arena**

### **Delivering performance everywhere in the world, but always Italian**

*Sant'Agata Bolognese, 11 June 2026* – When a Lamborghini leaves its Sant'Agata birthplace in Emilia Romagna, wherever its destination may be around the globe it delivers outstanding performance and a lasting impression on those who encounter it. When DJ Marco 'Benny' Benassi left his Emilia Romagna home he was already in love with the automotive industry, but knew his calling was to perform internationally as a DJ. His ability to engage with audiences in clubs and spaces draws people together in a powerful and emotional shared experience, as witnessed when he returned to his homeland and the stage at Lamborghini Arena.

*"I love cars and especially Lamborghini," says Benny. "I was a teenager in the Countach poster generation. I worked in a garage so that I could be a DJ at the weekend. I remember a Diablo coming in and being struck by how design meets engineering. It's like chemistry: performance plus power to deliver adrenaline. I felt it when I was privileged to first drive a Lamborghini, a Gallardo. It was a concert of emotions and excitement. That is in my mind when I think about my sets, the energy I must deliver so that it absorbs people. Like a Lamborghini, my scene is unexpected, we create consciousness, we make the air move."*

Benny Benassi performs in clubs worldwide, joining people together on the dancefloor through shared momentum and emotion. Headlining at clubs from the USA's west coast to the Greek islands, he spins his music-making technologies and creates the atmosphere for thousands at festivals as well as elite gatherings. He's mixed in London's essential club scene and performed a set in Manhattan's Times Square. He was responsible for the heady sounds at Lamborghini's party night during its Arena weekend, when Lamborghini cars and owners from around the globe 'came home' for a celebration of the iconic super sports car marque.

*"Coming back to Emilia Romagna for Lamborghini was a quintessentially Italian vibe," says Benny. "We all returned to our birthplace, the home of power and performance. It doesn't matter where in the world a Lamborghini is delivered, where an owner lives or where I go to make music. During the Lamborghini Arena party-night we were united in our passion for Lamborghini and the power of our music. We were all 'Made in Italy'."*

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

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



## Media Information



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
**Tim Bravo**  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
**Camilla Manzotti**  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
**Francesco Colla**  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication  
**Chiara Busolo**  
T +39 340 0791871  
[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication  
**Giovanni Zini**  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication  
**Enrico Pavesi**  
T +39 345 6749362  
[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

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#### Regional Offices

North & South America  
**Jory Wood Syed**  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa  
**Liliya Dovbenchuk**  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
**Tricia Tan**  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)