



“Esperienza Lamborghini”: the world from behind the wheel

Twenty-two events across five continents: in 2026, the program takes Lamborghini cars and owners to some of the most spectacular corners of the planet

Sant’Agata Bolognese, 29 June 2026 – Simply called “Experiences”, they are much more than that. Through these journeys, Automobili Lamborghini creates opportunities for its customers to discover some of the most spectacular destinations on Earth behind the wheel of their own Lamborghini. Tailor-made itineraries, convoys of Lamborghinis travelling together, and breathtaking scenery: every Esperienza transforms driving into a once-in-a-lifetime adventure and turns vehicle ownership into a journey that lasts far beyond the moment of delivery.

In 2026, the program features twenty-two events, a true voyage around the world where every model is put to the test on demanding and sometimes rugged routes, demonstrating a level of reliability capable of tackling even the most extreme conditions. The Experiences are divided into five formats: Avventura, Terra, Giro, Neve and Corsa. While some chapters of the 2026 season have already been written, the most spectacular events are still to come.

“Lamborghini Esperienza represent one of the most authentic expressions of the relationship we build with our customers. It’s a bond that begins with the car but continues far beyond delivery,” said Federico Foschini, Chief Marketing & Sales Officer of Automobili Lamborghini. *“Every event is designed to offer something truly unique, combining the pleasure of driving with the discovery of extraordinary places and the opportunity to share a common passion. This is how choosing a Lamborghini becomes part of a broader journey defined by emotions, exclusivity and a sense of belonging to a global community.”*

The first expression of Esperienza is travel and discovery. With **Esperienza Avventura**, driving and culture come together in itineraries that pass through historic destinations and UNESCO World Heritage sites. The format has already taken Lamborghini customers through the wild landscapes of China, along the Norwegian fjords and across the black lava fields of Lanzarote in the Canary Islands. In 2026 there will be a single event, but one of exceptional appeal: from September 16 to 30 in the United States, the Urus SE¹ will cross the canyons and red-rock formations of Zion National Park in Utah, creating a continuous dialogue between cutting-edge technology and primordial nature.

Where the asphalt ends, **Esperienza Terra** begins. The most elemental of the formats, it puts the Urus SE to the test on unpaved roads through some of the world’s most unspoiled landscapes. It has taken customers through the marble quarries of Carrara and the roads of Versilia as well as across Mount Etna in Sicily. The 2026 season opened in Italy in May among Sardinia’s granite plateaus and wild trails, before continuing in China in mid-June. 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



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calendar now looks ahead to India in August and will conclude from October 13 to 28 amid the vast expanses of the Australian outback.

For those seeking travel in its most contemplative form, **Esperienza Giro** offers routes to be savored corner after corner, where driving intertwines with culture, gastronomy and exceptional hospitality. Over the years it has crossed the landscapes of Colorado in the United States, the coastlines and temples of Sicily, the dunes of Rajasthan in India and, more recently, the roads of Chianti in Tuscany. In 2026, the journey begins from July 10 to 14 across the wild open spaces of Montana and Wyoming in the United States, where a convoy of Urus SE vehicles will travel roads immersed in nature. In mid-September it will move on to the ancient landscapes and vast panoramas of China before concluding in India in November.

Alongside travel comes challenge. These are the **Esperienza** events that test the true capabilities of every Lamborghini. **Esperienza Neve** pushes stability and grip to the limit on snow-covered roads and icy tracks. Founded in 2012 at the renowned Ghiacciaiodromo di Livigno, where the Italian Alps provided its natural stage for more than a decade, the initiative later expanded as far as Yunlong Lake in Inner Mongolia, where temperatures can fall to minus twenty degrees Celsius. In 2026, the two events took place in January in Montebello, Quebec on the frozen branch of Canada's Ottawa River, and in March in Mongolia, where Revuelto², Temerario³, Urus SE and Huracán Sterrato tackled the challenging white expanses of Yakeshi side by side.

Finally, for those looking to go beyond the limits of the road, there is **Esperienza Corsa**, the purest and most adrenaline-fueled celebration of driving pleasure, transforming customers into racing drivers for a day on circuits around the world. The season opened in January in Zhuhai, China before moving to Valtellina, Italy in March. April saw events in Tianjin, China and Sepang, Malaysia while May brought action to Zandvoort in the Netherlands and the Hungaroring in Hungary. In June, the season stopped at Silverstone in the United Kingdom, once again with the Temerario taking center stage. The grand finale, however, is still to be written. On September 16, the Temerario will take to the track in Toronto, Canada, while from September 14 to 18 it will be the star of the iconic Phillip Island circuit in Australia.

A chapter is dedicated to **#She drives a Lambo**. In March in Tokyo, an experience entirely dedicated to Lamborghini women owners celebrated their passion for the brand. Additional events throughout the year will bring enthusiasts together in different locations, from Australia in September to China in October. Through this initiative, the Sant'Agata Bolognese-based company reaffirms its commitment to equality and female empowerment, reflecting the steady growth of its female customer base in every market around the world.

Becoming a Lamborghini customer means embarking on a journey that begins with the choice of a model and never truly ends. It's a dream that, year after year, continues to take its

² 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

³ 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



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protagonists to the most extraordinary corners of the planet and which, in 2026, is only halfway through its journey.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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