



Temerario Ad Personam: extreme sportiness meets refined elegance

Two bespoke Temerario cars celebrates the encounter between Italian craftsmanship, *Alta moda* and performance

Sant'Agata Bolognese, 15 July 2026 – Automobili Lamborghini presents the most exclusive interpretation of the new Temerario¹ created to date: a unique Ad Personam configuration that transforms the brand's latest High Performance Electrified Vehicle into a masterpiece of bespoke craftsmanship, where extreme sportiness meets the timeless elegance of Italian sartorial tradition. Making its public debut at the 2026 Goodwood Festival of Speed, the Temerario Ad Personam cars, produced in just two units celebrating different interpretations, showcase how Lamborghini's personalization program can elevate the character of a super sports car beyond customization, creating an authentic expression of individuality through design, materials and craftsmanship.

Inspired by the world of *alta moda*, the project reinterprets Temerario's bold proportions through a visual language borrowed from sartorialism. The exterior livery recalls the lines of an automotive design sketch, while for the first time in the history of Lamborghini production cars, the interior introduces dedicated "Gessato" (pinstripe material) inserts, bringing the tactile refinement of Italian sartorial tradition into the cockpit. Combined with premium leather, visible carbon fiber and bespoke handcrafted details, the new material reinforces the dialogue between bespoke dress-making and high-performance engineering while preserving the unmistakable sporting character of the Temerario.

"At Lamborghini, exclusivity is not defined only by performance, but also by the ability to create a car that reflects the individuality and vision of each customer," said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *"This Temerario Ad Personam showcases the highest expression of our personalization philosophy, demonstrating how advanced engineering, Italian craftsmanship and virtually limitless personalization possibilities can come together to create a truly distinctive interpretation of our latest super sports car. Through Ad Personam, every Lamborghini can become a unique reflection of its owner while remaining unmistakably faithful to our design DNA, technological innovation and performance values."*

Every element has been conceived as part of a cohesive creative vision developed by Ad Personam in collaboration with Centro Stile Lamborghini. This is not a merely decorative exercise: the project celebrates the process behind every personalized car, where precision, craftsmanship and innovation converge to transform engineering into an emotional design experience.

Craftsmanship beyond customization

Just as every bespoke suit begins with a sketch, the Temerario Ad Personam takes inspiration from the earliest stages of the creative process. Fine graphic lines running across the bodywork evoke the construction marks used by designers to define proportions and surfaces, giving the impression of a car emerging directly from the designer's drawing board. Two exclusive interpretations with distinct personalities express this philosophy.

¹ 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



The first combines Grigio Crater Matt with a Grigio Artis contrast livery, emphasizing the sculptural volumes of the Temerario through understated elegance. The second adopts Celeste Fedra with Bianco Phanes accents and a matt Alleggerita package, creating a lighter and more expressive interpretation inspired by technical illustration and contemporary fashion.

For Lamborghini, personalization is more than the selection of colors and materials—it is an integral part of the design process. Through Ad Personam, customers can create a unique vehicle that reflects their own vision, working alongside Lamborghini specialists to explore virtually unlimited combinations of exterior finishes, interior materials, embroidery, stitching and bespoke details.

The Temerario Ad Personam presented at Goodwood symbolizes the highest expression of this philosophy, demonstrating how contemporary craftsmanship and advanced engineering can coexist within a super sports car conceived to deliver uncompromising performance while expressing exceptional individuality.

Inside, the concept evolves into an environment inspired by the craftsmanship of Italian sartorial tradition. Dedicated signature stitching, bespoke embroidery and carefully selected color combinations are complemented by refined “Gessato” pinstripe inserts integrated into the door panels, rear wall and roof liner. The use of wool—an unprecedented material for Lamborghini—introduces a tactile and visual dimension traditionally associated with bespoke upholstery, while preserving the technical and performance-oriented character expected of a Lamborghini.

Developed in virgin wool, the exclusive “Gessato” features a black base crossed by a silver pinstripe, echoing the codes of classic tailoring while reinterpreting them in a distinctly Lamborghini way. Its pattern is deliberately discontinuous, breaking the formal rigor of the traditional pinstripe to create a sense of movement, tension and dynamism aligned with the sharp surfaces and performance character of the Temerario. The silver tone of the pinstripe is echoed by dedicated leather inserts, creating a precise chromatic link between the natural fiber, the premium leather and the surrounding carbon fiber elements.

Thanks to the interlacing of different yarns, the pinstripe reacts dynamically to light, giving the interior visual depth and a three-dimensional quality that cannot be achieved with more uniform surfaces. The use of wool also introduces a refined tactile dimension: naturally breathable, pleasant to the touch and able to offer a balanced sensory perception in different conditions. Its texture brings warmth, depth and authenticity to the cockpit, creating an unexpected contrast with the digital displays, sharp architectural lines and visible carbon fiber that define the Temerario interior.

The combination of premium leather, carbon fiber, handcrafted embroidery and natural fibers reflects the philosophy of the Ad Personam program: every vehicle becomes a unique creation, designed to embody the personality of its owner while maintaining the unmistakable identity of Lamborghini.

For the version equipped with the Alleggerita package, the same high-contrast sartorial inspiration is translated into a more technical and performance-oriented interpretation. In this configuration, wool gives way to Corsa Tex by Dinamica, an ultra-lightweight material conceived for a pure racing spirit. The discontinuous silver pinstripe effect is visually preserved but reinterpreted through a technical fabric that supports the objectives of weight reduction, body containment and maximum effectiveness during dynamic driving.



Hybrid performance without compromise

At the heart of the Temerario is an all-new 4.0-litre twin-turbo V8 developed entirely in Sant'Agata Bolognese, capable of reaching 10,000 rpm and delivering 800 CV between 9,000 and 9,750 rpm, combined with three electric motors for a total system output of 920 CV. With Temerario, a new dimension of performance is reached where power, emotion and precision evolve in an endless progression of pure driving intensity. The advanced hybrid powertrain, capable of reaching extraordinary engine speeds, delivers a relentless and seamless surge of power that, merged with a racing inspired unique sound, become the expression of engineering excellence and emotional engagement.

Temerario accelerates from 0 to 100 km/h (0-62 mph) in just 2.7 seconds, 0 to 200 km/h (0-124 mph) in 7.1 seconds and reaches a top speed of 343 km/h (210+ mph), while introducing a new benchmark for driver engagement through instantaneous electric torque delivery and the emotional character of Lamborghini's first production V8 capable of reaching five-digit engine speeds.

Built around a new aluminum spaceframe chassis with more than 20 percent higher torsional stiffness than its predecessor, Temerario combines lightweight engineering, advanced aerodynamics and race-derived vehicle dynamics to deliver outstanding precision both on road and track.

The result is a super sports car that combines uncompromising performance with everyday usability, while the Ad Personam program elevates it into an authentic expression of Italian craftsmanship, demonstrating that personalization can become an integral element of engineering excellence.

Company information

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is one of the world's leading names in luxury super sports cars, defining the future of the segment through uncompromising performance, design and emotion. Rooted in a 100% Italian identity and supported by a global community driven by passion, craftsmanship and people, the company combines technological innovation with authentic racing DNA, with motorsport serving as both a strategic laboratory and a core expression of the brand.

From iconic models such as the Miura, Countach, Diablo and Aventador to limited editions including the Sesto Elemento and Fenomeno, Lamborghini has consistently created lasting value through rarity, personalisation and craftsmanship. Today, its fully hybrid line-up is structured around three main model families: Revuelto², the first HPEV with a V12 engine;

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



Urus SE³, the first plug-in hybrid Super SUV; and Temerario, the benchmark V8 HPEV in its category. From each family come the most extreme versions, such as Urus SE Performante⁴, an authentic expression of the brand and its most performance-oriented soul.

With over 3,000 employees and a network of 186 dealers in 57 countries, Automobili Lamborghini continues to grow responsibly through long-term vision, innovation and sustainability.

Additional information and Contacts

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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³ Urus SE (WLTP): Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,7 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

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