

AUTOMOTIVE

Lamborghini turns to events, limited editions for new sports cars

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The Lamborghini Lounge celebrated the new Huracán EVO RWD Spyder. Image courtesy of Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is launching consumer-facing efforts as it unveils new super sports cars.

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Through the Lamborghini Lounge, guests and VIPs have the opportunity to explore the brand firsthand. Additionally, a partnership with Swiss watchmaker Roger Dubuis allows fans to wear the power of Lamborghini on their wrists.

Lamborghini summer

For the second summer, the Lamborghini Lounge has returned to France's Porto Vecchio.

To celebrate the new season, Lamborghini hosted a socially-distant dinner and a live presentation of the Huracán EVO RWD Spyder. The event included more than 120 guests and a meal prepared by Michelin three-starred chef Mauro Colagreco.

Open through Sept. 6, visitors to the Lamborghini Lounge can view the V10 Huracán EVO lineup, Urus Super SUV and V12 Aventador SVJ. They can also personalize their own super sports cars in the Ad Personam Studio or go for test drives along the coast.



The Lamborghini SCV12 hypercar inspired a Roger Dubuis "hyperwatch." Image courtesy of Roger Dubuis

To celebrate the debut of the track-only SCV12 hypercar, Lamborghini also partnered with Richemont's Roger Dubuis for a new timepiece.

Roger Dubuis' new Excalibur Essenza SCV12 is a lime green edition of the watchmaker's Excalibur Aventador S. It borrows design elements from the Lamborghini hypercar, including strut bars, a power reserve with racing codes and an Alcantara strap.

Only 40 of these "hyperwatches" will be made. This is the latest limited collaboration between Lamborghini and Roger Dubuis.

In a more accessible effort, Lamborghini recently partnered with Danish toymaker LEGO Group to create a miniature version of its Sin sports car.

The LEGO Technic Lamborghini Sin FKP 37 is a 3,696-piece, 1:8 scale model of the Lamborghini Sin, a car revealed last year at the Frankfurt Auto Show. The car on which the LEGO set is modeled is Lamborghini's most powerful yet ([see story](#)).

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