

AUTOMOTIVE

## Lamborghini adds inclusive company programming

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*Lamborghini has adopted an equal pay policy. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is highlighting a new set of programs meant to contribute to more inclusive and sustainable company ethics.

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Among Lamborghini's priorities are gender equality and the generational gap. More brands are becoming transparent regarding inclusivity and diversity efforts to retain talent and meet evolving consumer expectations.

### Lamborghini at work

Lamborghini has focused on growing the number of women across departments and has hired women who now hold leadership positions. The automaker has adopted an equal pay policy and participates in the Capo D Network, a Bologna-area network of businesses that raise awareness of equal opportunities.

Regarding parental support, Lamborghini has developed separate mom and dad coaching courses, paid leave for mothers and agreements with nursery schools and summer centers.



*The Urus SUV is the most popular model from Lamborghini. Image credit: Lamborghini*

More than half of Lamborghini's employees are millennials or Generation Z, so the automaker has launched a reverse mentoring program. This helps the transfer of cross-departmental knowledge between junior and senior employees.

Finally, automaker's Sant'Agata Bolognese headquarters has employees of 35 different nationalities and has an Italian sign language interpreter at all events and company presentations.

Lamborghini saw record sales in the first quarter of 2021, with positive growth in the United States, China and Germany.

Lamborghini delivered 2,422 sports cars from January to March 2021, up 22 percent from the previous first-quarter record in 2019. Sales were also up 25 percent year-over-year from Q1 2020 ([see story](#)).

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