

AUTOMOTIVE

## Lamborghini makes largest investment in brand history for electrification push

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*Stephan Winkelmann, president and CEO of Automobili Lamborghini, spoke at length about the automaker's electrification plan. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is announcing the timetable for its transformative sustainability path.

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The automaker has presented a holistic approach in "Direzione Cor Tauri," Towards Cor Tauri, its roadmap to the decarbonization of future Lamborghini models. Lamborghini is ensuring consumers that throughout the electrification program, continued top product performance is priority.

"Lamborghini's electrification plan is a newly-plotted course, necessary in the context of a radically changing world, where we want to make our contribution by continuing to reduce environmental impact through concrete projects," said Stephan Winkelmann, president and CEO of **Automobili Lamborghini**, in a statement. "Our response is a plan with a 360-degree approach, encompassing our products and our Sant'Agata Bolognese location, taking us towards a more sustainable future while always remaining faithful to our DNA.

"Lamborghini has always been synonymous with preeminent technological expertise in building engines boasting extraordinary performance: this commitment will continue as an absolute priority of our innovation trajectory," he said. "Today's promise, supported by the largest investment plan in the brand's history, reinforces our deep dedication to not only our customers, but also to our fans, our people and their families, as well as to the territory where the company was born in Emilia-Romagna and to Made in Italy excellence."

### Direzione Cor Tauri

The roadmap for Lamborghini's electrification program will follow three phases. The plan is the largest investment in the automaker's history at more than 1.5 billion euros, or \$1.8 billion at current exchange, over four years.

The first phase, to be completed by 2022, is creating the combustion engine by developing models paying tribute to the company's recent success. The goal is to develop vehicles that stay true to the Lamborghini ethos and its sleek style, with two new cars in the V12 model line-up being announced later this year.



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

Hybrid transition, the second phase, is mapped to be completed by the end of 2024. In 2023, Lamborghini will launch its first hybrid series production car, and by the end of 2024 the entire range will be electrified.

The company's internal target for this phase is to reduce product CO2 emissions by 50 percent by the beginning of 2025.

The third phase of the program presents the first fully-electric Lamborghini, to be introduced by the second half of the decade. Acceleration in the second part of the decade will be dedicated to full-electric vehicles, with the vision of a fourth model in the future.

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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