

AUTOMOTIVE

Lamborghini celebrates World Bee Day with new techno-hive

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Lamborghini has been pursuing sustainability since 2009. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Automobili Lamborghini, together with its own bee population of around 600,000, is honoring the United Nations' World Bee Day tomorrow with a new technological beehive.

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More famous for its super sports cars that are often found in yellow and black, the Italian car company launched an environmental biomonitoring project in 2016, with the installation of an apiary in the Lamborghini Park in its Italian homeland of Sant'Agata Bolognese. Over the years, the apiary has grown from a total of eight hives to twelve, with a population of about 600,000 bees of which 120,000 forage around the territory.

Buzzing for bees

The Audi Foundation video cameras, inside and outside the hive, allow close-up observation of the insects' behavior and provide important data.

By analyzing the hive matrices, Lamborghini can detect a wide range of environmental pollutants: pesticides used in agriculture and on urban and private green spaces; heavy metals; aromatic compounds; and dioxins.

The automaker's bee project has recently been enhanced with an experimental biomonitoring study of solitary bee colonies. Solitary bees differ from social bees in their shorter foraging radius (200 meters), and because each female takes care of her own offspring unlike social bees that only take care of the queen bee's offspring.



The automaker currently has a population of 600,000 bees. Image credit: Lamborghini

The colonies, made up of reed houses located inside Lamborghini Park and near the automotive production site, make it possible to monitor more specific areas via the shorter foraging radius, collecting more data with which to study the site's environmental impact.

The bee biomonitoring project is part of a broader environmental sustainability strategy pursued by Lamborghini since 2009. The company was awarded certification as a CO2 neutral company in 2015, which has been maintained even following the recent doubling of the production site.

This week, Lamborghini presented a holistic approach in "Direzione Cor Tauri," Towards Cor Tauri, its roadmap to the decarbonization of future Lamborghini models. The roadmap 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 ([see story](#)).

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