

AUTOMOTIVE

Lamborghini Mexico celebrates anniversary with ode to country's culture

July 14, 2021



The four commemorative models each represent a theme of Mexican culture. Image courtesy of Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is celebrating 10 years of its retail presence in Mexico with the debut of four special edition models of the Huracán EVO.

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Lamborghini opened its first showroom in Mexico in 2010 in Mexico City and has since expanded its presence with another dealership in Monterrey, to notable success. The commemorative models, designed by the brand's distributor in Mexico, Grand Chelem, and Ad Personam, the Lamborghini's customization program at the studio in Sant'Agata Bolognese, each represent a theme of Mexican culture: vita (life); morte (death); sogno (dream); tempo (time).

"Mexico has become an influential force for a growing automotive community in Latin America and we're proud to celebrate this partnership with Grand Chelem," said Federico Foschini, chief marketing and sales officer at [Automobili Lamborghini](#), in a statement. "The four special edition models designed with the brand's Ad Personam program present the endless possibilities available to clients when configuring their own Lamborghini vehicle."

Vita, morte, sogno and tempo

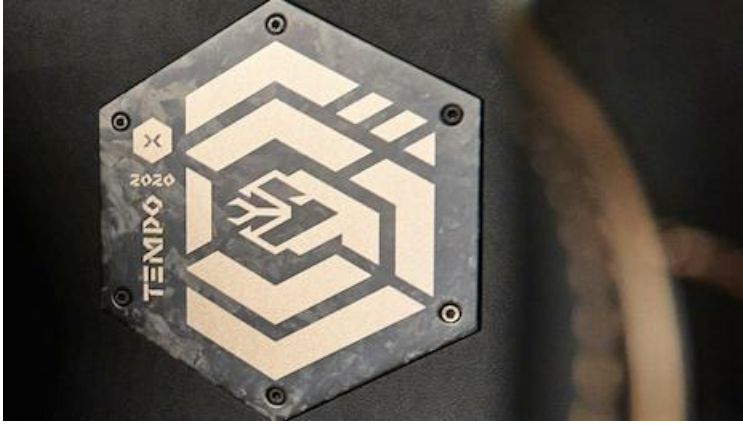
Each of the V10 commemorative sports cars features a vast array of colors and finishes, fastened with a celebratory plaque symbolizing each theme on each vehicle's firewall.

Vita, the series' flagship model features special shades of green and gold, representing life and nature. The Lamborghini Huracán EVO Vita Edition, featuring an emblem of an eagle, celebrates the freedom and successes in life, representing the national values of Mexico and Italy.

The morte model is bathed in the color blue with bronze accents and stitching. The Lamborghini Huracán EVO Morte Edition, symbolized by the emblem of a skull, celebrates the experiences that prepare us for the journey between life and death.

Sogno is the most distinctive of the four special edition models, with its light blue exterior and gold highlights to reflect Mexican folk art inspirations. It is commemorated with a plaque of a two-headed dragon, celebrates dreams

with a mixture of fantasy and reality that give color and meaning to life.



Detailing for the tempo edition. Image courtesy of Lamborghini

The Lamborghini Huracn EVO Tempo Edition features a black exterior, accentuated by bronze underlines and stitching to represent the decade-long partnership between Lamborghini and Mexico.

The final model comes complete with a plaque of a snake, aiming to represent reinvention of oneself by the shedding of skin.

The Italian automaker 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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