

AUTOMOTIVE

Lamborghini, 24Bottles partner for branded collection

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Lamborghini has partnered with 24Bottles for the second time. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini and Italian accessories brand [24Bottles](#) have rejoined for another collaboration two special edition Lamborghini-branded reusable water bottles.

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The new Clima Bottle and Travel Tumbler intend to showcase both brands' strive for excellence in design and attention to detail through the concept of a sporty yet sophisticated lifestyle. A lifestyle and accessories brand, 24Bottles was launched in 2013 with the goal of reducing the impact of disposable water bottles on the planet.

Reduce, reuse, recycle

Lamborghini and 24Bottles first partnered in July 2020 for a collection of bottles inspired by the camouflage design of the automaker's Aventador SVJ.

This time around, the brands looked to the automaker's notable hexagon design feature that has been a distinguishing element of the brand since it was founded.

The Clima Bottle insulated bottles are made of 18/8 stainless steel and follow 24Bottles' bottle design. They feature both the 24Bottles and Lamborghini logos, and can keep contents hot for up to 12 hours and cold for up to 24 hours.

The Clima Bottle 2022 Special Edition retails for \$42.

The Travel Tumbler insulated travel cups by 24Bottles are also made of 18/8 stainless steel. It retails for \$39.



The Clima Bottle and Travel Tumbler. Image credit: Lamborghini

As well as a dedication to design and research, the two Bologna-based brands share a commitment to sustainability. The joint efforts on this front by 24Bottles and Lamborghini have already produced two releases in two years and underlined the need for greater sustainability awareness in all global industries.

The exclusive Second Edition Collection by 24Bottles Lamborghini is available in the international 24Bottles and Lamborghini network of stores, at [lamborghini.com](https://lamborghini.com/en/it/store) and in the Lamborghini flagship store in Sant'Agata Bolognese.

As it looks to become more sustainable, last summer, Lamborghini announced the timetable for its transformative sustainability agenda including the largest electrification investment in its history.

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 is creating the combustion engine by developing vehicles that stay true to the Lamborghini ethos and its sleek style, with two new cars in the V12 model line-up. The second phase is the hybrid transition, which should be completed by the end of 2024.

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 ([see story](#)).

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