

AUTOMOTIVE

## Lamborghini unveils summer lounge in Sardegna

July 19, 2022



*The new Lamborghini Lounge is open to customers until September. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is bringing its propensity for luxury and exclusivity to the Italian island of Sardegna with a pop-up Lamborghini Lounge.

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The lounge, which is located on Promenade du Port in Via Porto Vecchio, will remain open to owners and new customers upon appointment, until Sept. 11, 2022. Lamborghini relies on its lounge environments as points of reference for VIP customers and guests, as these spaces combine the brand's lifestyle and innovation.

### Lamborghini Lounge

With the new 6,458-square-foot space in Sardegna, Lamborghini hopes to create an immersive 360-degree experience for its guests bringing them fully into the brand's DNA.

In the Ad Personam Studio, consumers may examine a range of exterior colors, interior upholsteries, finishes and details of every new Lamborghini and use the virtual configurator with a product specialist.



*The new lounge features a luxurious atmosphere matched with innovative design. Image credit: Lamborghini*

Inside the lounge, the Huracn Tecnica is displayed in Verde Selvans, representing a combination of design and technical purity for lifestyle fun and driving performance on road and track. On the opposite side, the Huracn STO is displayed as it was launched in Blu Laufey and Arancio California the most popular STO color combination among Lamborghini consumers.

The test drive lineup includes the Super Trofeo Omologata in Arancio Alberich and the Super SUV Urus in Blu Aegir, the brand's most popular model since its introduction.

In May, Lamborghini opened a new dealership and showroom in Monaco, as the marque continues investing in physical retail with white-glove service. Housed in a 218-square-meter space at 24 Avenue de Fontvieille, the new space is divided into two areas where clients may either explore the product range or create their own personalized vehicle in the Ad Personam lounge.

The new showroom intends to provide the same 360-degree experience for prospective and returning clients, including experts who guide visitors through each step of the journey ([see story](#)).

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