

AUTOMOTIVE

## Lamborghini, Ducati offer museum visitors dual heritage experience

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*The Automobili Lamborghini Museum is devoted to nearly 60 years of excellence in design. Image credit: Lamborghini*

By LUXURY DAILY NEWS SERVICE

Italian automaker **Automobili Lamborghini** and Italian motorcycle manufacturing subsidiary Ducati are exceeding expectations, offering visitors top value for tickets to exciting exhibits.

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The Ducati Museum and Automobili Lamborghini Experience will offer a reduced rate of admission and complimentary shuttle service between the Automobili Lamborghini Museum and the Ducati Museum, both based in and around Bologna, so that visitors can enjoy both on the same day.

Groups of up to 15 are welcome to visit the institutions in this special capacity on Saturdays and Sundays beginning March 25 and through May 7.

Pride of Motor Valley

To take part in the deal, parties must book ahead of time on either partner's [sites](#). More information, including which alternating dates provide tours in English and Italian, can be found [here](#).

Under the ownership of Automobili Lamborghini since 2012, what has followed the high-profile acquisition are storytelling exercises and a history well-preserved at the Ducati Museum, part of the Ducati factory and located in Italy.



*Ducati's history of manufacturing motorcycles began in 1950. Image credit: Automobili Lamborghini*

Lamborghini, which celebrates its 60<sup>th</sup> anniversary in May, has its own archives to which a museum is dedicated, based in Sant'Agata.

In keeping with the mission of preserving Italian craftsmanship and heritage, the automaker recently teamed up with Italian leather goods label Tod's for a collection of apparel and footwear ([see story](#)).

Lamborghini has good reason to look forward to the future, as well.

Last year was the most successful in the brand's history, during which 9,233 vehicles were delivered globally, a 10 percent increase from the year before ([see story](#)).

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