

AUTOMOTIVE

Lamborghini marks 60 years since debut of first manufactured model

March 28, 2023



Founder Ferruccio Lamborghini built the manufacturing site near Cento, Italy, where he grew up. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker [Lamborghini](#) is celebrating 60 years' worth of innovation from the company's production headquarters, established in 1963.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Though the site has expanded considerably over the decades, it remains in its original location in Sant'Agata Bolognese where founder Ferruccio Lamborghini first unveiled the 350 GTV prototype, the brand's first car, to members of the press.

This year, the brand will continue to meld traditional craftsmanship with cutting-edge technology as it electrifies its fleet a precursor to debuting a fully electric model by the end of the decade.

Ride on time

The brand's current commitment to reducing carbon emissions was already evident in 1990 when it launched a workshop dedicated to testing and developing systems for emission control that could be directed in-house.

More recently, Lamborghini launched "Direzione Cor Tauri," a \$1.8 billion investment plan for decarbonizing all future Lamborghini models. The program consists of three phases, including launching the brand's first hybrid series production car this year ([see story](#)).



The Lamborghini headquarters facade in Sant'Agata Bolognese. Image credit: Lamborghini

The Sant'Agata Bolognese factory also serves as a museum for visitors who want to see behind the brand's history from behind the scenes.

Recently, the brand offered a special admission rate which allowed visitors to the Lamborghini Museum to also visit the nearby Ducati motorcycle museum, a fellow Italian company that Lamborghini acquired in 2012, on the same day ([see story](#)).

In 1983, the brand began incorporating carbon fiber the same kind used on the Boeing 767 aircraft on its models for the first time, setting a new precedent for road cars.

Later, that same carbon fiber would be used to construct Lamborghini's 2021 ultralight motoryacht, a collaborative effort with Italian Sea Group brand Tecnomar and one of the brand's many lifestyle releases.

The design and details of the Tecnomar for Lamborghini 63 yacht was inspired by Lamborghini's Sin FKP 37 ([see story](#)).

The number of automobiles produced at the Sant'Agata facility has grown steadily over the years with a lull in the 1970s due to economic downturn. Between 1965 and 1971 the number of marques produced increased six-fold from 67 to 425.

Just last year, the brand achieved its highest-ever sales numbers, delivering 9,233 vehicles globally, a peak which was preceded by steady growth ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.