

AUTOMOTIVE

Lamborghini spotlights sustainability, supercars in digital content

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The short film introduces audiences to the company's plans to lower CO2 emissions. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** is bringing attention to its commitment to the environment.

In a new video, the brand highlights the links between its sustainability initiatives and material innovations with Silvia Pecorari, corporate strategy and sustainability project manager, and Elena Del Monte, head of body in white, trims and composites. Together, they speak to each of the topics at hand, each at the core of the company's long-term strategy, beginning with the hybrid Revuelto model.

"For us, innovation is to be curious, to open new roads that enhance performance and sustainability," said Ms. Del Monte, in a statement.

"In Lamborghini, we embrace new challenges: it's part of the company DNA that translates into every team member too," she said. "I love to look at things from a different perspective. For me, that is realized in the development of the Revuelto's fuselage."

Road to reduction

Titled "Beyond innovation: Connecting the dots," the short film introduces audiences to the measures in place to lower CO2 emissions on the road and during production at the Sant'Agata Bolognese site.

With breakthroughs in carbon-fiber technology lowering weight by 10 percent in current models, the automaker is poised to see its environmental impact decrease on a per-car basis, as engines will strain less from the body of the vehicle. Alongside transitioning to a hybrid drivetrain across its entire fleet beginning this year, the combination could drastically bolster the brand's sustainable goals.

Lamborghini presents "Beyond innovation: Connecting the dots"

Though Lamborghini's headquarters has been carbon neutral for nearly a decade, new innovations in materials have led the company to set increased targets for emission reductions in the coming years.

"Together, we drive change while joining the dots between projects, departments, technologies and products, but most of all the people who deliver our innovation," said Ms. Pecorari, in a statement.

"We explore, find a new way, create a unique vision derived from the union of elements that seem independent from each other,"

she said. "Sustainability, as described within our Direzione Cor Tauri 2.0 strategy, is our pact with future generations.

"It's a commitment that connects all of us, evidenced by our target of reducing CO2 emissions per car across the whole value chain by 40 percent in 2030 (vs 2021), while within this year all drivetrains will transition to hybrid to reduce the fleet emissions by 50 percent by 2025."

Lamborghini joins British automaker Jaguar Land Rover in recent additions to the fight against climate change, as the latter will source a quarter of its energy in the United Kingdom from renewable sources ([see story](#)).

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