

AUTOMOTIVE

Lamborghini christens exclusive lounge in Sardinia

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Guests can explore the brand's universe, diving into its latest hybrid plug-in vehicles, plus lifestyle offerings and personalization options, on-site. Image credit: Lamborghini

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** is returning to the Emerald Coast for the sixth consecutive season.

Offering exclusive events and guided driving trips through northern Sardinia, the brand's lounge is back. VIPs can schedule a visit to Lamborghini Lounge Porto Cervo until Sept. 10, 2024.

Wheeling and dealing

Lamborghini's private, invite-only concept acts as a base camp for those wanting to test out new models. Hybrid versions of the Revuelto sports car and Ursus SUV are on show this summer.

The 6,458-square-foot space is also home to happenings organized by brand dealers. Inside and via a private patio, guests can dive into an immersive experience.



Recently showcased in Beijing, the bright orange Urus has both a V-8 twin-turbo engine and an electric powertrain. Image credit: Lamborghini

Serving espresso shots from Italian coffee company Lavazza, the Ad Personam Studio allows clients to experiment with exterior hues. Here, Lamborghinis can be customized and, with the help of product specialists, customers can use a virtual configurator to pick overall colors and other finishings.

The sales activation features other products from the automaker's universe, including a scent created with Italian fragrance house Culti Milano and its recent footwear collaboration with Italian fashion label Tod's ([see story](#)). A 3T e-bike with a carbon frame and Mahle X-20 motor add to the mix, inspired by Lamborghini's color palette and design cues.

The lounge is located at Promenade du Port on Via Porto Vecchio in Porto Cervo. Its operating hours are 10 a.m. to 1 p.m. Monday through Saturday and 6 p.m. to 10:30 p.m. Sunday.

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