

AUTOMOTIVE

Lamborghini, Rizzoli celebrate 60 years of auto history

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The hardback release strives to grant a comprehensive and official recounting of the manufacturer's 60 years of history. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini and Italian book publisher Rizzoli are releasing a new read.

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Written by Italian journalist and author Antonio Ghini, the English edition of the *Lamborghini* book is set to debut this year, aligning with the brand's year-long anniversary celebration. The hardcover grants an official recounting of the manufacturer's 60 years of existence.

"In this book, you will find many themes involving Automobili Lamborghini and which represent a snapshot of who we are and how we look to the future, without forgetting our past," said Stephan Winkelmann, chairman and CEO of [Automobili Lamborghini](#), in a statement.

"Enjoy the journey through our history."

Documenting greatness

Available now in Italian bookstores, *Lamborghini* offers a holistic look at the company's heritage, from the launch of its first sports cars to its current push into electrification.

The book is broken into five "macro-sections" which delve into the basics backing business operations. The edition, updated from a 2020 version, features previously unpublished writings, images and stories behind the company's current endeavors and models.



The new edition of "Lamborghini" grants an official recount of its accomplishments. Image credit: Lamborghini

Filled to the brim with images of cars and events of historical significance to the iconic luxury automaker on highly refined pages, the new volume grants an unparalleled snapshot of what has come before, as well as what is next. The 240-page item's English translation will be released on October 10, 2023, retailing for \$85.

Pre-orders are up now on lamborghini.com, Amazon and Rizzoli's website. *Lamborghini* is also in stock at the automaker's New York City flagship store.

Distribution to 70 countries and their corresponding fine bookstores will arrive alongside the English edition.

Another aspect of Lamborghini's 60th-anniversary celebration introduces a limited-edition line of fountain pens, in partnership with Italian luxury manufacturing company Montegrappa ([see story](#)).

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