



The town of Renazzo celebrates the 90th anniversary of its most famous son - Ferruccio Lamborghini

The town of Renazzo celebrated the 90th anniversary of its most famous son - Ferruccio Lamborghini - this summer with a series of high profile events that culminated in a monument, titled "Concretezza e genialità", dedicated to him, being unveiled. Renazzo is a village near Cento (Ferrara) in the heart of the Italian "motor valley" and just a stone's throw from Sant'Agata where the famous Italian supercars are still constructed to this day.

The townspeople of Renazzo wanted to commemorate the birth of Ferruccio on 28th April 1916, and did so in style with a series of events which included a superb gathering of exotic Lamborghini sportscars, including appearances from the Countach, Diablo, Murciélago and Gallardo. The highlight came from the Emiliano actor, director and automotive journalist Lorenzo Guandalini, who dreamed up an initiative to put on a musical, titled: Ferruccio Lamborghini: nel segno del toro, an event held in Renazzo which was dedicated to the legendary founder of the raging bull marque. The glamorous production was managed by ShowTeam in collaboration with the theatre company ZeroErreAccaPiù, while sponsorship came from the Regione Emilia Romagna (the Provincia di Bologna) and the Provincia di Ferrara (the Comune di Cento). "An evocative and original show for fans, directed with emotion, which demonstrates the legacy of the bull, for passion, for Emilia and for Italy," commented Guandalini.

Ferruccio Lamborghini

Born in Renazzo, a village near Bologna, in 1916. Ferruccio Lamborghini's parents were farmers, but Ferruccio's interest was in technology and mechanics. After completing his technical studies in Bologna, his abilities were put to the test when he was placed in charge of vehicle maintenance in Rhodes during World War II. On his return to Italy, he started purchasing old military vehicles and converting them into tractors, meeting the significant post-war demand for such machinery. His commercial success resulted in the purchase of a workshop in Cento where, from 1948 onward, Lamborghini tractors were produced.



By 1959, Lamborghini was also producing burners and air conditioning units. Now with some financial security, Ferruccio embarked on his life-long ambition of producing helicopters, but when the Italian government refused to grant him a license he made the decision to turn his attention to cars. The automotive world was never the same again.

Ferruccio Lamborghini opened a car factory in Sant'Agata in 1963, delivering the first Lamborghini, a 350 GT in 1964. From then until 1972, the company grew at a steady rate, with the only limiting factor the launch of new cars which slowed down production capacity. However, in 1972, a combination of general world recession and the oil embargo saw a drastic sales reduction and Ferruccio was forced to sell 51% of the company to a Swiss businessman, Georges-Henri Rossetti. In 1974, he sold the remaining 49% shares to a friend of Rossetti, Rene Leimer. The new shareholders did not have day to day involvement in the company and were reluctant to invest, and Automobili Lamborghini struggled to meet financial demands. Things went rapidly downhill to the point that in 1978 the company went into receivership.

The carmaker survived though, but from then on Lamborghini had many changing

shareholders and was at points owned by US giant automaker Chrysler, and Malaysian company's MegaTech and V-Power, before in 1998 Audi took control, providing firm ownership, direction and significant investment that has seen the evocative brand pushing its way once more to the forefront of sports cars manufacturing.



Photos by Alan Guerzoni

LANCIA'S NEW C/D SEGMENT CONCEPT CAR OFFICIALLY BREAKS COVER



The Lancia Delta HPE Concept Car is having its world premiere at the 63rd edition of the Venice International Film Festival. The car takes its inspiration from the practical, sporty, elegant car concept embodied in the Lancia Beta HPE during the second half of the Seventies to offer an up-to-date take on the idea of a sporty yet practical saloon (shooting brake). This medium-sized vehicle (4.5 metres long, 1.8 metres wide and 1.5 metres tall) ensures great roominess (particular in the back) and travelling comfort, outstanding accessibility and a versatile, modular and capacious boot. All this is coupled with a compellingly slender, sporty shape. The Concept Car reaps the rewards of a century of experience to continue the tradition of the great medium-sized Lancia cars: the Aprilia, the Appia, the Fulvia, the Lancia Beta HPE, the Prisma, the Dedra and the Lybra – offering innovative features that encapsulate the best of Lancia qualities.

The first quality is styling that reinvents the Lancia tradition with original body features: an overhanging 'flying bridge' roof, a large rear window without a lower frame and a chrome grille that reinterprets the classic Lancia grille of the 1950s for a new generation. A flash of chrome along the side underlines a great expanse of glass and adds an extra sporty touch to the side panels. The second quality of the new car's design is plenty of room for driver and passengers: the Delta HPE Concept Car is truly at the peak of its category in this respect, with a wheelbase of 2700 mm that translates into extraordinary roominess at the rear, where passengers can experience a standard of comfort worthy of a limousine. A sliding rear seat with reclining backrest allows the already spacious boot to be increased. Or conversely it can be pushed back and tilted for total relaxation, like a business class seat on an intercontinental flight. Superlative quality of life on board, is the new model's third trump card for top level motoring: the car offers great noiselessness when in motion due to its sound-absorbent roof - plus plenty of light due to a generous sunroof and side windows. And more: all the relaxed pleasure offered by a sophisticated Bose® Hi-Fi with steering wheel controls and the perfect interior temperature assured by an automatic dual zone climate control system. Comfort also means being able to rely on a roomy, versatile luggage compartment of over 400 litres.

The Delta HPE Concept Car also weds Lancia class and prestige with a hi-tech entertainment package, including an MP3 player and, above all, Blue&Me®, an innovative Windows Mobile-based system developed through a joint venture between Fiat Auto and Microsoft. This combines the potential of Bluetooth® technology with a USB port so that customers can play their own favourite songs recorded on their smart mobiles, their MP3 players or even their USB flash drives. The fourth Lancia quality is interior design. Lancia has always been a byword for Italian craftsmanship and the new car's interiors offer a judicious complement to the original, sophisticated exterior lines of its models. The new Concept car is no exception: the passenger compartment, produced by the Lancia Style Centre, is a veritable lounge, where the facia, door panels and front and rear seats are the highest expression of Italian exclusivity.

And more. The fifth value, strictly linked to the design of the interior, is the use of top-quality materials that are used not only for their looks, but also the touch sensations they offer: including wood trim, chrome detailing, Alcantara and leather upholstery and velour mats. Finally, the Delta HPE Concept Car is designed to be equipped with a wide selection of petrol and diesel engines, all turbocharged and combined with 6 speed manual and robotised gearboxes with power ratings ranging from 120 bhp to over 200 bhp, plus tried and tested mechanicals optimised for comfort and handling by means of SDC suspension (with electronic damping control) to further enhance driving satisfaction.

