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Lamborghini Veneno: Grey bull gives you wings

Lead

For the second year in a row, Lamborghini will use the Geneva Motor Show to showcase a limited-numbers special based on its V12 flagship, the Aventador...

Going by the name 'Veneno', the new car celebrates the marque's golden jubilee by placing focus on extrovert styling and aerodynamic efficiency.

The Veneno – again named after a famous fighting bull – is based on the Aventador and uses the same 6.5-litre V12, although power has now been increased to 750HP. Despite retaining the familiar running gear and carbonfibre tub, adjustments will see the Veneno shed 125kg compared to its relative, and the resulting increase in performance should be augmented by sophisticated aerodynamics such as the 'shark-fin' that dominates the rear engine cover.



In concentrating on the aerodynamics and in giving the car a "racing personality", some might feel that the design loses some of the Aventador's cohesiveness, if not the aggression. But this is largely irrelevant, as the three customer units – priced at 3 million euros each – have all found owners already. Each of the grey-metallic trio will be differentiated by using a single colour from the Italian flag for their accents; the Geneva Show car with accents in all three colours will be retained by Lamborghini for testing and display purposes.



It might not be to everyone’s taste, but that’s the whole point. The idea behind bespoke cars such as this, and the [Disco Volante](#) and [McLaren X-1](#), reminds us of the mid-century coachbuilt classics that were in some senses a reflection of the owner’s personality. Not to mention the fact that they also generate quick injections of cash for their manufacturers. If this helps to secure the future of such illustrious names, then we’re all for it.

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