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Lamborghini at Detroit



There's no new model from Lamborghini at this year's Detroit Auto Show but the marque is displaying three personalised cars which 'draw inspiration from the most glamorous trends of the world of fashion'. Under the slogan "Think the impossible!", the cars are part of the Ad Personam personalisation programme, in which Lamborghini customers create their own 'original', tailor-made supercars.

The Gallardo Spyder on display features Ad Personam matt brown paint – Marrone Apus – a colour now available on standard vehicles following the enormous success of the Reventón, the very first Lamborghini offered with a matt finish. Marrone Apus, halfway between brown and black, gives attractive golden reflections in the sunlight. The interior also exhibits a new shade of brown Alcantara, contrasting with white leather accents.

A new shade of light blue, Blu Cepheus, appears on both the Murciélago LP640 Coupé and Roadster at Detroit. This particularly intense pale blue (one of the most glamorous shades in modern fashion) is intended to suggest the purity and transparency of polar ice. Blu Cepheus is, we're told, 'iridescent in the light, just like icebergs'.



Meanwhile the Italian leather selected for the interior of the Murciélago LP640 Roadster is another novelty. It is untreated, inspired by the natural leather found on horse saddles, hence the colour naturally changes with the passage of time.

"The Ad Personam programme offers customers the widest range of possibilities for individualising their cars," says Stephan Winkelmann, president and CEO of Automobili Lamborghini. "It allows them to reflect their own personality and style. Many of our customers take advantage of this programme as a tool for owning an even more exclusive Lamborghini."

The Detroit Auto Show runs from January 13-26.

*Text: Charis Whitcombe
Photos: Lamborghini*

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