

# Zephyr

## Zephyr

リーダーたちが語るビジョンと戦略——

私たちのウェブサイトは、業界の最前線で活躍する経営者や影響力ある人物たちを取り上げ、その真の姿と未来への展望を掘り下げます。企業の成長を支える決断、挑戦を乗り越えるエピソード、そして次世代を見据えた価値観を共有する場として、世界中の読者とインスピレーションを分かち合います。

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## 概要 overview

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### Environment and Industry: Lamborghini's Sustainability



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#### Driving the Supercar Boom

Automaker Lamborghini has been at the forefront of the supercar boom, producing iconic vehicles such as the Huracán, Murciélago, Gallardo, and Aventador. Entering the 2020s, the company intensified its focus on environmental sustainability. Beyond reducing CO2 emissions, Lamborghini also monitors pollution levels in the areas surrounding its production facilities, demonstrating its commitment to regional environmental preservation. As an automaker, Lamborghini aims to introduce fully electric models by 2030.

Founded in 1963 by Ferruccio Lamborghini, who previously ran a tractor manufacturing business, the company embarked on an ambitious transition to high-end sports car production. This bold endeavor proved successful, beginning with the launch of the 3500 GT in the year following its establishment. Groundbreaking designs like the Murciélago and Countach stunned the world and became key drivers of the supercar boom in Japan. Over the years, Lamborghini expanded its lineup to include off-road vehicles such as the Lamborghini LM002 and has actively pursued initiatives for environmental preservation.

#### A Commitment to Environmental Improvement

In 2009, Lamborghini became the first automaker to achieve EMAS environmental certification. By 2010, it had installed a solar power system at its production site, reducing annual CO2 emissions by 1,000 tons. In 2011, Lamborghini opened "Lamborghini Park," planting 10,000 oak trees on a plot of land adjacent to its factory. A building constructed in 2012 for the development of new models became the first high-rise industrial facility in Italy to receive Class A energy certification.

In 2015, Lamborghini introduced an energy and heating system to its factory, reducing CO2 emissions by approximately 1,800 tons annually. This system also enabled the factory to achieve CO2-neutral certification. By 2021, Lamborghini further enhanced its sustainability efforts with a biorefinery plant, cutting CO2 emissions by 37% to nearly 80% equivalent to over 11,000 cubic meters. These initiatives earned Lamborghini the Green Star Award in 2021 and 2022, recognizing companies dedicated to addressing environmental challenges.

Lamborghini Park expanded its efforts in 2014 by establishing beekeeping operations, using bees to monitor environmental biodiversity and pollution levels near its production facilities. In 2022, Lamborghini CEO Stephan Winkelmann reaffirmed the company's commitment to environmental progress during the "Lamborghini Sustainable Day" event.



#### Environmental Roadmap: "Cor Tauri"

Lamborghini's environmental roadmap, called "Cor Tauri," meaning "The heart of the bull" in reference to its emblem, outlines its sustainability goals. The program focuses on full electrification in three stages. Until 2022, Lamborghini continued developing internal combustion engine (ICE) models to honor its legacy. In 2023, it unveiled its first hybrid model, with plans to electrify its entire lineup by the end of 2024. By 2030, Lamborghini will introduce fully electric models to the market.

Between 2025 and 2029, Lamborghini will invest over €1.5 billion. The target in its history, to reduce CO2 emissions by 50%.

#### Pioneering Electrification

The S&P HP37, a limited-edition hybrid model announced in 2019, marked Lamborghini's first step toward electrification. In 2023, the company celebrated its 60th anniversary with the release of its first PHEV (High-Performance Electrified Vehicle), the Revuelto. Combining a newly developed 12-cylinder engine with three high-density electric motors, the Revuelto delivers a total output of 1,015 hp, matching the performance of ICE engines.

Following the Revuelto's launch, Lamborghini achieved a record-breaking year in 2023, selling over 10,000 vehicles and reaching €2.64 billion in revenue—more than double its 2017 figures. This milestone reflects strong market acceptance of Lamborghini's bold shift toward electrification.

Since its founding, Lamborghini has consistently embraced challenges, symbolized by its iconic golden bull emblem. As the raging bull ventures into new territory, its journey remains one to watch.

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\* サイトデザインは変更が入る可能性があります。

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