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### **FERRUCCIO LAMBORGHINI**

**Ferruccio Elio Arturo Lamborghini** (April 28, 1916 – February 20, 1993) He was an Italian industrialist. Born to grape farmers from the *comune* of Cento in the Emilia-Romagna region, his mechanical know-how led him to enter the business of tractor manufacturing in 1948, when he founded Lamborghini Trattori, which quickly became an important manufacturer of agricultural equipment in the midst of Italy's post-war economic reform. In 1959, he opened an oil heater factory, Lamborghini Bruciatori, which later entered the business of producing air conditioning equipment. In 1963, he most famously created Automobili Lamborghini, a maker of high-end sports cars in Sant'Agata Bolognese. Lamborghini founded a fourth company, Lamborghini Oleodinamica in 1969. Lamborghini sold off many of his interests by the late 1970s and retired to an estate in Umbria, where he pursued winemaking.

### **PERSONAL PROFILE**

Ferruccio Lamborghini was born on April 28, 1916, to viticulturists Antonio and Evelina Lamborghini, in house number 22 in Renazzo di Cento, in the Province of Ferrara, in the Emilia-Romagna region of Northern Italy.<sup>[3][4]</sup> According to his baptismal certificate, Ferruccio was baptised as a Roman Catholic four days later, on May 2.<sup>[2]</sup> As a young man, Lamborghini was drawn more to farming machinery rather than the farming lifestyle itself. Following his interest in mechanics, Lamborghini studied at the Fratelli Taddia technical institute near Bologna.<sup>[Notes 1]</sup> In 1940 he was drafted into the Italian Royal Air Force,<sup>[5][6]</sup> where he served as a mechanic at the Italian garrison on the island of Rhodes (territory of the Kingdom of Italy since 1911, after the Italo-Turkish War), becoming the supervisor of the vehicle maintenance unit.<sup>[7]</sup> Lamborghini was taken as prisoner when the island fell to the British at the end of the war in 1945, and was not able to return home until the next year.<sup>[8]</sup> He married, but his wife died in 1947 while giving birth to his first child, a boy named Anton.

### **ABOUT FAMILY**

Ferruccio married Clelia Monti at an early age, in 1947 they had a son Antonio Lamborghini, also called Tonino, unfortunately Clelia died giving birth. She was buried in the family grave and later on Ferruccio remarried, this time with Annita Borgatti ... but this second marriage didn't last either, Ferruccio divorced her and married a third time ... Maria-Teresa Cane became the mother to Ferruccio's daughter Patrizia. His son Tonino moved to Japan and started a few shops selling designer clothing under the Lamborghini name.

### **STARTUP PLACE**

Lamborghini's business interests were located in the region of Emilia-Romagna one of the wealthiest and most developed regions in Europe, where the provinces of Ferrara, Bologna, and Modena intersect

### **INVOLVEMENT WITH BOATS**

The Iconic Riva Aquarama Lamborghini (Hull #278) was registered and delivered on 7 June 1968 to its famous owner Ferruccio Lamborghini. The boat had some specific and unique features. It was the first and only one fitted with two Lamborghini engines and it had special side railing for holding on to during waterskiing and record attempts. The engine compartment was modified to fit the engines and a special open exhaust was built just to meet

Ferruccio's demands. For over 20 years Ferruccio was the owner of this boat until he decided to sell the boat to a close friend in July 1988 named Angelo Merli. Several speedskiing records were broken and Ferruccio was very passionate about his Riva as part of his lifestyle and exponent of Italian craft and design, maybe even just as passionate as he was about his Miura. Lamborghini's increasing wealth allowed him to purchase faster, more expensive cars than the tiny Fiats he had tinkered with during his youth. He owned cars such as Alfa Romeos and Lancias during the early 1950s, and at one point, had enough cars to use a different one every day of the week, adding a Mercedes-Benz 300SL, a Jaguar E-Type coupé, and two Maserati 3500GTs.<sup>[9]</sup> Of the latter, Lamborghini said, "Adolfo Orsi, then the owner of Maserati, was a man I had a lot of respect for: he had started life as a poor boy, like me. But I did not like his cars much. They felt heavy and did not really go very fast."

In 1958, Lamborghini traveled to Maranello to buy a Ferrari 250GT, a two-seat coupé with a body designed by coachbuilder Pininfarina. He went on to own several more over the years, including a Scaglietti-designed 250 SWB Berlinetta and a 250GT 2+2 four-seater.<sup>[9]</sup> Lamborghini thought Ferrari's cars were good, but too noisy and rough to be proper road cars, categorizing them as repurposed track cars with poorly built interiors.<sup>[9][11]</sup>

Period Ferraris had spartan interiors, lacking the plush appointments Lamborghini felt were essential to a *gran turismo* car. Lamborghini found that Ferrari's cars were equipped with inferior clutches, and required continuous trips to Maranello for rebuilds; technicians would secret the car away for several hours to perform the work, much to Lamborghini's annoyance. He had previously expressed dissatisfaction with Ferrari's aftersales service, which he perceived to be substandard.<sup>[11]</sup> Lamborghini brought his misgivings to Enzo Ferrari's attention, but was dismissed by the notoriously pride-filled Modenan.<sup>[9][Notes 2]</sup> After successfully modifying one of his personally owned Ferrari 250GTs to outperform stock models, Lamborghini gained the impetus to pursue an automobile manufacturing venture of his own, aiming to create the perfect touring car that he felt no one could build for him. Lamborghini believed that a grand tourer should have attributes that were lacking in Ferrari's offerings, namely high performance without compromising tractability, ride quality, and interior appointments. A clever businessman, Lamborghini also knew that he could make triple the profit if the components used in his tractors were installed in a high-performance exotic car instead.

#### **OTHER INFORMATION**

During the second World War he was enrolled into the Italian Air Force, working for the transport sections, after 1944 he became a prisoner of war in the British military forces who put him to work in their motoring department, this way Ferruccio got firsthand experience keeping cars on the road, even with limited part supplies. After the war he returned to his hometown and started converting old war surplus material into much needed tractors for the local farmers, the Lamborghini tractor business was inaugurated in a small garage, but the business got really successful and had to move into larger premises soon thereafter. Ferruccio Lamborghini wasn't known for being subtle, so in the early Sixties he had a completely new factory built on an industrial area in Sant'Agata, solely dedicated to building the best GT cars of that time, he wasn't interested in highly tuned exotics back then, a smooth running V12 GT was his vision

#### **LAMBORGHINI'S MUSEUM**

In this private car museum you would find Ferruccio's favorite Lamborghini model, the Miura. The museum was constructed on the grounds of Lamborghini Calor, at Dosso di Ferrara, the official grand opening occurred on May 13th, 1995. This project was named the Centro Polifunzionale Ferruccio Lamborghini and reached great popularity the moment its doors opened for the public. All visits were by appointment only, but still during 1997 over 4000

pilgrims came to visit this spectacular space-like museum. If you ever have the opportunity to visit it, don't hesitate it is surely worth it, I was able to visit it during the summer of 1998 and it was overwhelming. Today the vast collection of Ferruccio Lamborghini's main industrial achievements, including a large number of tractors and some of the most stunning cars ever made in Sant'Agata are on display in the even larger Museo Ferruccio Lamborghini in Fano di Argelato.

### **LAMBORGHINI'S FASCINATION WITH BULLFIGHTING**

The world of bullfighting is a key part of Lamborghini's identity.<sup>[22][23][24]</sup> In 1962, Ferruccio Lamborghini visited the Seville ranch of Don Eduardo Miura, a renowned breeder of Spanish fighting bulls. Lamborghini, a Taurus himself, was so impressed by the majestic Miura animals that he decided to adopt a raging bull as the emblem for the auto company he would soon found.

After producing two cars with alphanumeric designations, Lamborghini once again turned to the bull breeder for inspiration. Don Eduardo was filled with pride when he learned that Ferruccio had named a car for his family and their line of bulls; the fourth Miura to be produced was unveiled to him at his ranch in Seville.<sup>[25][26]</sup>

The automaker would continue to draw upon the bullfighting connection in future years. The Islero was named for the Miura bull that killed the famed bullfighter Manolete in 1947. *Espada* is the Spanish word for sword, sometimes used to refer to the bullfighter himself. The Jarama's name carried a special double meaning, intended to refer only to the historic bullfighting region in Spain, Ferruccio was concerned about confusion with the also historic Jarama motor racing track.

After christening the Urraco after a bull breed, in 1974, Lamborghini broke from tradition, naming the Countach not for a bull, but for *countach* (pronounced [kuntɑʃ] (listen)), an exclamation of astonishment used by Piedmontese men upon sighting a beautiful woman.<sup>[28]</sup> Legend has it that stylist Nuccio Bertone uttered the word in surprise when he first laid eyes on the Countach prototype, "Project 112". The LM002 sport utility vehicle and the Silhouette were other exceptions to the tradition.

The Jalpa of 1982 was named for a bull breed; Diablo, for the Duke of Veragua's ferocious bull famous for fighting an epic battle against "El Chicorro" in Madrid in 1869. Murciélago, the legendary bull who survived 28 sword strokes and whose life was spared by "El Lagartijo" for his performance in 1879; Gallardo, named for one of the five ancestral castes of the Spanish fighting bull breed; and Reventón, the bull that defeated young Mexican *torero* Félix Guzmán in 1943. The Estoque concept of 2008 was named for the estoc, the sword traditionally used by *matadors* during bullfights, While the replacement for the murcielago, the Aventador (unveiled in 2011) was named for a bull that was bred by the sons of Don Celestino Cuadri Vides. This bull was killed in a particularly gruesome fight, where after the bull was killed, its left ear was cut off and given to the Matador as a token of good luck.

### **LAMBORGHINI'S- BYE BYE TO PLANET EARTH**

At 76 years of age, on February 20, 1993, Lamborghini died at Silvestrini Hospital in Perugia after suffering a heart attack fifteen days earlier. Lamborghini is buried at the Monumental Cemetery of the Certosa di Bologna monastery.