

The Running of the Bulls

by Nick Kurczewski



**Lamborghini Owners
From the Northeast Region
Of the Lamborghini Club America
Celebrate the Past and Present
of Automobili Lamborghini**

Time is everything in the world of exotic automobiles, whether measured in tenths of a second in lap times, or in years of survival in an industry that has seen innumerable great marques come and go. The hands of the clock separate those that aspire to be among the supercar elite, and those that have thrived at the pinnacle of automotive performance and desirability. Automobili Lamborghini is one of the finest examples of a company that has survived this test of time and has routinely matched the high performance of the vehicles it produces with a tenacious ability to endure the most difficult of circumstances.

Lamborghini owners share a special bond due to their cars' legacy as being the standard bearer regarding what a thoroughbred Italian supercar should be in terms of style, performance and craftsmanship. On October 25, a group of enthusiasts from the Northeast Region of the Lamborghini Club America staged the *Running of the Bulls East*, to celebrate 40 years of Sant'Agata's finest. Richard Solomon, regional president of the club, envisioned the event as a way of bringing together Lamborghini owners who were anxious to find any good

excuse to drive their beautiful cars through charming New England countryside.

Solomon realized that numerous concours and



Lamborghini driving tours have been staged this year to honor the legacy of the 'raging bull'. However, no such event was being held in the Northeast. *Running of the Bulls East* was his remedy for what he saw as a serious gap in club support.

The day's driving began with owners setting out from three locations in the New York area for the bucolic landscape of Bennington, Vermont, the home of *Hemmings Motor News*. Even more extraordinary than the picturesque destination was the diverse selection of cars. There was a vehicle for every Lamborghini lover:





Walter D'Urso of Manhattan Motor Cars brought a very hot 2001 Diablo GT.

candy-colored Diablos, brutal looking Countaches, sleek Espadas, and even Richard Solomon's own wedge-shaped Urraco P300. As one of only a handful known to exist Stateside, the Urraco drew as many questions as it did admiring glances.

Added to this was a healthy dose of other exotics, including everything from various Ferraris, NSXs, and Porsches to Lotus Esprits. A crowd favorite was Brock Vandervliet's stunning Iso Grifo. Walter D'Urso of Manhattan Motor Cars went so far as to bring a 2001 Diablo VT in a brilliant metallic tangerine paint that absolutely sparkled in the sunlight. His non-stop smile personified a day that was solely about driving and appreciating beautiful cars.

On this chilly autumn afternoon, the cars wound their way through narrow highways lined with trees

ablaze in brilliant fall hues of red, gold and orange. At each gap in the traffic, one or two drivers would punch the throttle and effortlessly leave all other drivers behind. After a quick mid-morning pitstop for a splash of gas – and much needed caffeine – the three exotic car convoys rendezvoused in Copake, NY, so that the group could roll into Bennington *en masse*.

Upon arriving in Bennington, an informal concours was staged in the Hemmings parking lot. Participants chatted and poked their heads into the cockpits and under the hoods of other vehicles. Many chose to take a tour of the charming Hemmings Museum as well. "I've already heard folks saying that we should do this again next year," said Jim Menneto, publisher of *Hemmings Motor News*.

Adding to the excitement, Automobili Lamborghini North America and Manhattan Motor Cars were present for a raffle that offered winners the chance to get behind the wheel of either a Murcielago or Gallardo. Judging by the amounts of drool surrounding each of the prized cars, it seemed a healthy addition to the festivities.

"This event is one of the first where Lamborghini reaches out to its customers to create a bond and a promise of quality," said Ehrin Bragg of Lamborghini. Bragg explained that *Running of the Bulls East* allowed Lamborghini to display its latest products while supporting an event that also celebrated the company's storied past. He summed up the day as an excellent way "to build brand image and to let customers know who you are".

Lamborghini Club board member Patrick Rolling deemed the *Running of the Bulls East* a total success, saying, "the turnout was a bit overwhelming. We had twice as many cars as expected, the weather and the run were fabulous and nobody broke down."

The event marked the end of festivities for Lamborghini's 40th, but it also signaled what looks to be new growth for Lamborghini-flavored events in the Northeast. With such overwhelmingly positive reactions it is only a matter of time until the bulls run again.

For more information about the Lamborghini Club America visit www.lamborghiniclub.com or contact chapter president Richard Solomon at solomonart@aol.com.

