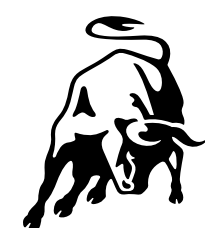


CUSTOMER STORY

Automobili Lamborghini S.p.A. and Speexx: Tailored Language Training at Full Speed

Following an extensive recruitment campaign, Automobili Lamborghini S.p.A. recognized the need to promote inclusion through comprehensive language training. Equally vital was adopting an intuitive and user-friendly platform that would empower employees, enhancing both engagement and seamless integration into the workplace.





KEY FACTS

Sector

Automotive

Employees

2,500

Location

Sant’Agata Bolognese (BO), Italy

Integration

Docebo

ABOUT

Headquartered in Sant’Agata Bolognese in northern Italy, Automobili Lamborghini S.p.A. has been home to the brand’s sole manufacturing plant since its founding in 1963 by Ferruccio Lamborghini, a prominent entrepreneur in the tractor industry. Part of Audi, a Volkswagen Group company, since 1998, Lamborghini now **employs 2,500 people**.

For more than half a century, Automobili Lamborghini S.p.A. has created iconic cars such as the 350 GT, Diablo, and Murciélago, along with limited series models like the Reventón,

KEY RESULTS

5,600 +

hours of online language training

1,400

training paths activated by 2024

300h +

hours of study for top performer

Veneno, and Centenario. The strategic move toward electrification has been realized with new models like the Revuelto and the all-new Temerario, achieving record-breaking results in 2024 for both turnover and sales. Today, Lamborghini cars are celebrated as some of the most well-known, exclusive, and desirable vehicles in the world.

Following a prior online language training experience, the company sought a more flexible and tailored platform. Speexx, by securing the tender, demonstrated the expertise needed to meet Lamborghini’s requirements.

CHALLENGE

The company faced fresh challenges stemming from a recruitment campaign that, over the past two years, brought in 500 professionals, including many from abroad.

Fostering inclusion became essential, particularly by enabling those without structured **Italian** language skills to acquire them **quickly**.

Equally critical was providing simple, short, and accessible group and individual lessons, as the previous provider’s training sessions exceeded 90 minutes.

SOLUTION

Speexx provided Automobili Lamborghini S.p.A. with an **easy-to-use, intuitive e-learning platform that engaged employees** — including those who had not previously participated in language training. Starting with a solution that featured **micro-learning** content and automotive-specific resources, the company later adopted premium options, such as individual workshops and open classrooms, for deeper, more **personalized training**.

Integration with the Docebo corporate platform and self-booking capabilities enabled users to **independently manage their learning journey**. This was further enriched with automotive articles and videos to build specialized vocabulary. Additionally, the “Family & Friends” feature allowed employees to share the joy of language learning with a family member or friend.

OUTCOME

Among the most appreciated outcomes is the **simplification of business processes** through customized solutions and easy access to courses. This has alleviated operational burdens, enabling Lamborghini to extend training to interns, doctoral students, and agency workers, particularly in the blue-collar sector.

The **tailored training options**, including individual sessions, group classes, and intensive in-company days, ensure accessibility and flexibility. The “Family & Friends” feature has been widely praised for fostering engagement and enhancing employee retention.

These efforts have culminated in an impressive total of **over 5,600 hours of language training** delivered via the platform, highlighting the program’s success.

OUTLOOK

Going forward, Automobili Lamborghini S.p.A. aims to transition to **an experiential learning platform** fully integrated with its primary HR system. This evolution will enhance skill development, enabling **targeted training** aligned with employees’ professional and personal needs.

The partnership with Speexx will continue, emphasizing even more tailored solutions to meet individual requirements while supporting the brand’s growth ambitions.

By aligning training with strategic goals, Lamborghini is set to strengthen its workforce and foster a culture of continuous learning and innovation. |

For those involved in training, it is crucial to measure people’s progress.

Speexx not only enables tracking individual improvement but also provides a significant opportunity for cross-cultural and linguistic inclusion, facilitating the integration of employees working on different projects or joining the company.

Alberto Ferrarotto,
Head of People Strategy, Lamborghini S.p.A.

Thanks to Speexx, I have made significant progress, including a better understanding of Italian grammar and an improved ability to express myself.

The platform helped me overcome language barriers; initially, I felt excluded, surrounded by Italians I couldn’t understand. By studying daily, I advanced much faster compared to traditional methods.

Andrei,
Senior Buyer, Lamborghini S.p.A.

About Spee**x**

Spee**x** Spee**x** is a **Time Magazine Top 20 Edtech** company and the leading platform for people development in the digital workplace. The platform is built on the latest technology and a global network of top trainers and coaches to provide corporate language training, business coaching, mentoring, and skills assessment services to large organizations everywhere – fully integrated with client people tech and within a safe online environment.

Over **1,800 organizations** use Spee**x** for language skills training and business coaching services. With over **8 million users** worldwide, and 300,000 sessions delivered 1:1 each year, Spee**x** is one of the most widely used corporate training solutions, with ongoing support in 14 languages.

The Spee**x** platform meets all GDPR and CCPA requirements and holds certifications for ISO 9001, ISO/IEC 27001:2022, TISAX, and AZAV. Spee**x** also maintains all essential ESG and CSR certifications. The company has earned over 200 tech innovation awards and industry recognition worldwide.

Spee**x** was established in 2012 and has 2,000 staff and coaches and offices in Munich, Madrid, Milan, Paris, Sao Paulo, New York, and Shanghai, plus representation in more than 60 countries worldwide.

For more information visit: [www.spee**x**.com](http://www.speex.com)

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