



Press Release

Lamborghini celebrates 150th anniversary of the Unification of Italy with the launch of Special Edition Gallardo Tricolore.

Sant'Agata Bolognese, 9th March 2011. Automobili Lamborghini is taking part in a range of initiatives organized to celebrate the 150th anniversary of the Unification of Italy by presenting its new creation, Special Edition Gallardo Tricolore, at the opening of the "Stazione Futuro. Qui si rifà l'Italia" ("Future Station. Here we recreate Italy") exhibition to be held in Turin on 16th March. The event is part of "Esperienza Italia 150°", the series of initiatives promoted by the High Patronage of the President of the Republic to commemorate the important anniversary.

The only representative of the luxury vehicle segment at the exhibition, Gallardo Tricolore features an Italian tri-colour band which runs longitudinally across the body of the car and on the driver's seat. Lamborghini Gallardo is the most successful super-sports car produced by the Italian car manufacturer from Sant'Agata Bolognese and has already sold over 10,000 units. Its excellent performance combined with its unmistakable design makes it a superb representative of the best Italian car-making tradition and of advanced technology and innovation.

"Lamborghini is a brand associated with Italian no-compromise, extreme luxury super-sports cars," says Stephan Winkelmann, President and CEO of Automobili Lamborghini. "To commemorate the 150th anniversary of the Unification of Italy, we thought of applying an Italian tri-colour livery to our most successful model, Lamborghini Gallardo. With Lamborghini Gallardo Tricolore we are enhancing even further the reputation of "Made in Italy" traditions worldwide."

At the exhibition, in the area dedicated to future mobility there will be another important presence, only a virtual one though: the Lamborghini Sesto Elemento, a technological demonstrator entirely built out of carbon, the result of thirty years of research by Automobili Lamborghini on the application of composite materials. The Lamborghini 'Sesto Elemento' will be presented to visitors in the form of an "enhanced reality" experience, i.e. transferred on a 3D screen and controlled through the instructions given by visitors.

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The Curator of "Stazione Futuro", Riccardo Luna, Director of Wired Italia, has declared: "we have chosen the best expression of Italian creativity and innovation in order to show a future driven by technology and the proposals of those who are already building such future. Through original interactive activities, the exhibition offers visitors a unique futuristic experience. Within this context, we have chosen Automobili Lamborghini as it combines a strong drive towards the future and a great expression of the Italian identity, as shown by the Sesto Elemento, the Gallardo Tricolore and, obviously, the brand new Aventador."

The exhibition "Stazione Futuro. Qui si rifà l'Italia" will be held at Officine Grandi Riparazioni, Corso Castelfidardo 22, not far from Turin's historic centre, from 17th March to 20th November 2011. For more information, please visit www.italia150.it