



Press Release

The Collezione Automobili Lamborghini presents men and women's lines for Autumn/Winter 2011

Sant'Agata Bolognese, 19th August 2011. An essential style with valuable materials and bright colors. These are the characteristics of the new Collezione Automobili Lamborghini for Autumn/Winter 2011/2012. The House of the Bull interprets the coming winter season with a collection of clothing and accessories for men and women that epitomize the perfect blend of style, quality and tradition. It is a collection of excellent quality materials combined with details that recall the history of Lamborghini (such as the iconic bull and the wording "Automobili Lamborghini" on clothing and accessories). As is customary, the collection consists of basic items, such as t-shirts, polo shirts, , sweaters, pants and winter coats; accessories, including gloves, scarves, belts and ties, in addition to some truly unique items.

THE MUST-HAVES

The undisputed champion of the Autumn/Winter 2011/2012 Collection is the first ever line of bags in the world made of carbon fabric - an extremely hardwearing, yet light material that has never before been used to create fashion accessories. Three different models of these bags are available: Travel Soft bag, Messenger and Envelope. The Collezione Automobili Lamborghini easily wins the challenge of providing characteristics of resistance and lightness, while at the same time giving life to a flexible material that is perfect for crafting distinctly unique bags.

THE CLOTHING COLLECTION

The product range reconfirms the traditional lines of t-shirts, , polo shirts and sweaters, such as the Bull 63, which celebrates the year the company was founded, the Rugby line with geometric diagonal motifs for men and gently curving for women, the Man Smart Chic in a Sport Chic version for women, which includes soft trousers and jerseys for leisure time, and the Italian Flag, a transversal detail applied to a great many items, to emphasise the Italian style of the entire collection.

The clothing collection also sees the debut of a line of polo shirts, t-shirts and tops in elasticized cotton. This line, both for men and women, successfully combines the fit of technical clothing with the comfort of sportswear. Additionally, we have the new men and women's knitwear in extra-fine merino wool.

Automobili Lamborghini S.p.A.

Communications and External Relations
Director
Raffaello Porro
raffaello.porro@lamborghini.com

Press Office - Italy and Southern Europe
Clara Magnanini
clara.magnanini@lamborghini.com

Press Office - UK and Middle East
Juliet Jarvis
juliet@jjc.uk.com

Press Office - North and South America
Soon Hagerty
soon.hagerty@centigrade.com

Events
Rita Passerini
rita.passerini@lamborghini.com

Via Modena, 12
40019 Sant'Agata Bolognese

Phone +39 051-6817716

Fax +39 051-6817737

www.lamborghini.com

www.lamborghini.com/press

www.netmotori.it

www.thenewsmarket.com/lamborghini



Colors

The classic winter color range (white, black, navy blue, anthracite grey and green) is enhanced by bright orange, both for the men's and women's collections, while for women only, there is berry, an intense pink, proposed as ultra-feminine yet "aggressive," much like the Lamborghini brand.

Materials

Materials are of course excellent quality: winter coats are padded with real goose down, gloves are created from ultra-fine napa leather and lined with cashmere and buttons are strictly mother-of-pearl. Pure cotton and merino wool complete the range of valuable materials that feature throughout the entire collection.

The season's news

In addition to the exclusive carbon fabric and leather bags, accessories of the Collezione Automobili Lamborghini include the Automobili Lamborghini Bull Bracelet by Albanu, the result of the continuous search for materials and perfection of form.

The most exclusive products, such as the Automobili Lamborghini fountain and ballpoint pens by Omas and the Laptop VX7 Automobili Lamborghini Asus, take on a new orange color.

Where

The new collection is available from the flagship boutiques in Sant'Agata Bolognese, Los Angeles, Vancouver, Melbourne, Berlin, Hong Kong, Chengdu, Chong Qing and Shantou, as well as the 120 Lamborghini car dealerships worldwide and online at www.lamborghinistore.com