



Automobili Lamborghini Spring/Summer 2012 Collection and world premiere of the BMC Impec Automobili Lamborghini Edition racing bicycle at the Brian&Barry flagship store in Milan

Automobili Lamborghini S.p.A.

Sant'Agata Bolognese/Milan, April 19, 2012 - Lamborghini previews its Collezione Automobili Lamborghini Spring/Summer 2012 men's line in the Brian&Barry flagship store in Milan, which dedicates an exclusive corner to the Sant'Agata Bolognese brand's new fashion line. The store is well-known for presenting new trends as well as innovative high tech products from prestigious brands. Milan sees the first collusion of Lamborghini and Brian&Barry: a relationship which is extended to the Monza store.

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In the fashion capital, during the Salone Internazionale del Mobile (furniture fair), when design and innovation dominate the streets of Milan, Brian&Barry's main store window in Via Durini continues its tradition of hosting cultural, technological and trend-setting events, this time being dressed by the Collezione Automobili Lamborghini's new menswear and accessories line. Public attention will be focused not only on the big screens above Brian&Barry's display cases, showing the most captivating Lamborghini videos, but also on the top model of the Raging Bull brand: an Aventador LP 700-4 in Argos Orange.

The distinctive personality and DNA of Lamborghini cars, all Italian, extreme and uncompromising, are found in each garment of its fashion collection. Pure lines, attention to detail, top quality materials and innovative products such as the carbon fiber bags line, carry the same creative stamp.

The Collezione Automobili Lamborghini men's line offers basic garments such as T-shirts, polo shirts, sweatshirts, shirts, pants, and nappa or leather bomber jackets, plus fashion accessories like belts and ties. The must-have of the season is the new summer-weight quilted jacket. Perfect as protection against wind and rain, it is ultra-light and compact. It is as light as a smartphone, and can be folded into just a few centimetres' space then opens up perfectly when put on.

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The Brian&Barry flagship store is well-known to the Milanese for both the exclusivity of the brands it carries and the events that liven up its store space. Its events are oriented not only toward presenting new collections, but are also in tune with the metropolitan lifestyle, such as photographic exhibits of emerging artists. This is the perfect setting for presenting the world premiere of the limited edition of 30 impec Automobili Lamborghini Edition racing bicycles built by the Swiss bicycle maker BMC.

The limited edition of the exclusive racing bicycle BMC impec Automobili Lamborghini Edition

Focused on innovation, advanced methods for producing carbon fiber components and lightweight materials: the Automobili Lamborghini and BMC luxury brands share a passion for making the best products in the world and creating pure excitement through cars and bicycles featuring the most technologically advanced and exclusive materials.

Carbon fiber composite materials are essential for the engineering of the two- and four-wheel vehicles of tomorrow. They are made of carbon fiber reinforced polymers and combine an unrivalled lightness with outstanding mechanical properties. Vehicles and sports bicycles made of composite material guarantee superior handling and better braking and acceleration characteristics.

The BMC impec Automobili Lamborghini Edition is a limited edition racing bicycle that contains the technology and essence of both companies, which are faithful to the same basic principle: "form follows function". The original Swiss-made frame of the impec (whose name stands for "impeccable") is "hand-made by machines" in an automated and controlled process. It features saddle and handlebars covered with Lamborghini suede, special airbrushing in the classic Argos Orange shade of the Aventador LP 700-4 with the Automobili Lamborghini logo on the front of the frame, tall carbon fiber rims and the D12 electronic d erailleur system. Only 30 bicycles will be available starting from June 2012 at the price of €20,000. They can be ordered from one of more than 120 Lamborghini dealers and purchased in selected BMC boutiques around the world. The BMC impec Automobili Lamborghini Edition bicycle is the first in a long-term partnership that could develop a new exclusive series.

The texts and images can be downloaded at: www.lamborghini.com/press