**SPEECH SW - GROUP NIGHT GENEVA – LAMBORGHINI VENENO**

Signore e signori buongiorno e bentrovati,

=> „100 Years of innovation in half the time”

50th ANNIVERSARY

This is the headline for our 50th anniversary, which we are going to celebrate this year.

=> Half a century after the foundation of Automobili Lamborghini back in 1963 the Lamborghini Veneno is the latest tangible proof of our power of innovation. He is paying homage to our past and giving an outlook into our future.

VENENO AS PROOF OF POWER OF INNOVATION

=> Lamborghini manufactures uncompromising, street-legal One-Off’s and we sell them.

ONE OFF

DESIGN

HIGH-TECH
MATERIAL

BRAND AWARENESS

DREAM

=> They allow us to accentuate the design via certain degrees of freedom.

=> They allow us to use new uncompromising high-tech materials.

=> They create an awareness for our brand in the public and they give an outlook on possible solutions in future models.

=> But first of all they express the realisation of a dream,

NAME VENENO

MOST POWERFUL STREET-LEGAL-LAMBO

=> Veneno is the name of the strongest, most aggressive and fastest fighting bull of all times.

=> As a consequence this model is the most powerful street-legal Lamborghini ever built.

=> The power train consists of a 6.5 litre V12 engine with 750 hp.

6.5 l V12 ENGINE 750 HP

ACCELERATION FROM 0 to 100

IN 2,8 s

With a power-to-weight ratio of just 1,93 kg/hp it allows an acceleration from
0 to 100 km/h in 2.8 seconds.

Technical highlights are:

ISR GEARBOX

ALL-WHEEL-DRIVE

PUSH-ROD

DESIGN AERODYNAMIC

* The fast shifting ISR gearbox
* The permanent all-wheel-drive
* The racing chassis with push-rod suspension
* The Lamborghini Veneno’s Design is focused on best aerodynamic efficiency

=> The monocoque and all exterior parts of the Veneno are made from Carbon fiber. Also the interior features Lamborghini patented materials such as Forged Composite and CarbonSkin.

MONOCOQUE, EXTERIOR PARTS INTERIOR MADE FROM CARBON FIBRE

=> The only car to display all three colors of the Italian flag is this car shown here at Geneva. The three vehicles destined to customers feature each a single color of the Italian national flag, together a trilogy in green, white and red accents and thus representing each a unique piece.

TRILOGY OF THREE UNIQUE PIECES

=> The three vehicles destined to customers ar already sold – at 3 Million Euros each (+ Taxes).

SOLD

3 MILLION EURO

DELIVERY THIS YEAR

=> They will be delivered to their future owners within this year.

=> Such as the year 2013 the Lamborghini Veneno represents something very special for us, our customers and all the enthusiasts of our brand.

YEAR 2013

VENENO

SOMETHING SPECIAL

EXTRAORDINARY

=> With one word: EXTRAORDINARY

Thank you very much.