



Press Release

Automobili Lamborghini S.p.A.

Car Shoe produces a limited edition of the famed mocassin for the 50th anniversary of Lamborghini

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Sant'Agata Bolognese, May 7th 2013. Car Shoe (Gruppo Prada), the celebrated Italian brand born in 1963, is honoring the 50th anniversary of Automobili Lamborghini by producing a limited edition of their famous moccasin: a metal logo of the 50th anniversary features on the lace and the Lamborghini shield is enameled on the back and printed on the insole.

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A shoe that best expresses the Italian craftsmanship, revisited to underline both brands' anniversary.

The new moccasin for the Lamborghini Grande Giro tour, is a shoe giving excellent comfort and practicality. Made entirely by hand, it is made of "toro" calf leather with contrasting laces and leather soles with rubber studs. The driving shoe retains all the features that distinguished this moccasin over the last fifty years: the shoe sole is perforated to complement the rubber studs made with tire tread compound.

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This commemorative moccasin will be given to all the drivers and staff participating in the Lamborghini Grande Giro, where the crews of 350 Lamborghini cars will drive 1200 km through Italy from May 7th to 11th.

Press Office – UK and Middle East

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The loafer is available in different colors and presented in a refined packaging, with Car Shoe and Lamborghini dual branding and will be sold in all the Car Shoe flagship stores and online through the e-commerce website.

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Automobili Lamborghini S.p.A.

Established in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese in northeastern Italy. With the introduction of the Aventador LP 700-4 Roadster in 2013 and the debut of the concept car Suv Urus at the 2012 Beijing Auto Show, Lamborghini established a new landmark in the history of luxury super sports cars. With more than 120 dealers worldwide, Automobili Lamborghini has created an uninterrupted series of super sports cars, dynamic and elegant, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, Reventón Coupé, Reventón Roadster, Gallardo LP 560-4 Coupé and Spyder, Gallardo LP 570-4 Superleggera, the open version LP 570-4 Spyder Performante and Aventador LP 700-4.

For more images and videos, visit the websites:

www.lamborghini.com/press

www.thenewsmarket.com/lamborghini

www.image.net

For further information on the 50th Anniversary celebration, please visit our website:

www.lamborghini50.com

For further information on Automobili Lamborghini, please visit our website:

www.lamborghini.com

CAR SHOE was established in Italy in 1963 by the creative artisan Gianni Mostile. His passion for race-cars and hand-made shoes sparked the invention of a moccasin with a sole set on tiny rubber nubs, which earned him a patent from the Italian Ministry of Industry and Trade as well as a large group of sophisticated connoisseurs (Giovanni Agnelli, JFK, Roberto Rossellini, Ingrid Bergman among the others), both in Italy and abroad. PRADA Group took over the stake of Car Shoe in 2001 and has, since then, aimed to develop the brand by focusing on its historic values of quality and innovation.

For Further information:

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