



Press Release

United Kingdom, India, Japan and Canada: Lamborghini's sales network expansion continues at full pace

- **Four new openings across three continents in ten days**
- **Six further inaugurations by the end of 2013**
- **The sales network has tripled in size under Winkelmann's leadership**
- **2014 objective: further growth in view of major new products on the horizon**

Sant'Agata Bolognese, October 1, 2013 - Automobili Lamborghini continues with the expansion of its sales network, inaugurating four new dealerships in three continents over the last few days: In Europe in Pangbourne (Great Britain); in Asia in New Delhi (India) and Aoyama (Japan); and in North America in Vancouver (Canada).

In Europe the showroom in Pangbourne, Berkshire, represents Lamborghini's sixth sales outlet in the United Kingdom, the company's number one market in Europe and fourth overall after the United States, China, and the Middle East.

The New Delhi dealership joins India's Mumbai showroom inaugurated last year. This opening reinforces Lamborghini's existing presence in the Indian capital and the north of the country, which has the highest concentration of super sports car owners.

Lamborghini Aoyama becomes the fifth Lamborghini dealership in Japan, the second most important market in the Asia-Pacific region after China, and fifth overall after Great Britain.

Lamborghini Vancouver opens following significant renovations and the inauguration of a new showroom, joining the other two Canadian dealerships in Toronto and Montreal in a market that is highly strategic for the Sant'Agata Bolognese company.

With the openings in recent days, Lamborghini now has a presence in 45 countries, with 124 dealerships overall. The 2013 sales network development strategy has focused on enlargement, renewal and reorganization of Lamborghini sales locations in the European market, which today represents around a third of the company's total sales.

The end-of-year objective is to further reinforce the Raging Bull's market presence with the opening of six further new dealerships, in Eastern Europe particularly, bringing the worldwide total to 130.

Automobili Lamborghini S.p.A.

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Stephan Winkelmann, President and CEO of Automobili Lamborghini, commenting on the four recent inaugurations, said: *"Development of the sales network is one of the main strategic assets for growth of our company. Since my appointment in 2005, in the space of just nine years Lamborghini's market presence around the world has tripled. Today we are a global company, and we are aiming to be even more so. 2014 will see us commit to cutting the ribbon on five to ten new dealerships, with the objective of expanding our presence to 50 markets around the world. At the same time we will be exploring new regions, including South America where we currently only have a presence in Brazil. Our sales network must be widened even further, ready and organized for the major new products which are coming soon."*

The showrooms inaugurated in the last few days will host Lamborghini's current line-up, from the Gallardo range including the latest Gallardo LP 570-4 Squadra Corse presented at the recent Frankfurt Motor Show, to the most exclusive V12 models, the Aventador LP 700-4 Coupé and Roadster.

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Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Squadra Corse, presented at the recent Frankfurt motor show, is dedicated to the new Squadra Corse motorsports department. It is the most performing street-legal Gallardo ever and celebrates the most successful model in the history of Lamborghini. With the introduction of the Aventador LP 700-4 Roadster in 2013, joining the coupé presented in 2011, Lamborghini established yet another landmark in an uninterrupted series of extraordinary, exclusive super sports cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series like the Reventón, Sesto Elemento, Aventador J and Veneno. The Veneno, created to celebrate the 50 years of Lamborghini in 2013, has been produced in only three units and sold at the record price of 3 Million euro.

For more photos and videos, please visit:

<http://www.lamborghini.com/press>

<http://www.thenewsmarket.com/lamborghini>

<http://www.images.net>

For more information on Lamborghini's 50th Anniversary, visit the Web site:

www.lamborghini50.com

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