



Press Release

Collezione Automobili Lamborghini makes its debut in travel retail at Abu Dhabi international Airport.

Automobili Lamborghini S.p.A.

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Abu Dhabi/Sant'Agata Bolognese, 15th of October, 2013 – In the House of the Raging Bull's 50th anniversary year, Collezione Automobili Lamborghini made its debut in the world of travel retail on Sunday 6 October, inaugurating its first location in Abu Dhabi International Airport, in the Terminal 1 shopping area.

This exclusive 40-square meter space houses men's, women's and children's clothing and accessories from Collezione Automobili Lamborghini, as well as the Murciélago LP-640 from the Lamborghini Museum in Sant'Agata Bolognese, Italy.

The brand's distinctive characteristics – exclusive, uncompromising, and Italian – are reflected both in the collection's products and in the design of this concept store, which will be open 24/7/365 to offer passengers in transit the opportunity to experience the world of Lamborghini.

The opening of this store, in association with YMA General Trading LLC, represents a first step in the brand's distribution through travel retail, a sector which has been increasing in importance and continues to expand. Two further openings will follow shortly, in the brand-new A380 hub at Emirates Terminal 3 in Dubai Airport.



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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 high-performance street-legal Gallardo ever produced 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 50 years of Lamborghini in 2013, was produced in only three units and sold at the record price of 3 Million euro.

For more photos and videos, please visit:

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