



## Press Release

### Lamborghini increases worldwide sales for the third year in a row to 2,121 cars delivered to customers

- All-time high in V12 sales with the record of the Lamborghini Aventador (1,001 deliveries)
- USA largest single market followed by China
- Balanced presence across the three regions EMEA, America and APAC

*Sant'Agata Bolognese, 13.01.2014* – Automobili Lamborghini S.p.A. looks back on 2013 as a year with great importance for the brand, the products and the sales.

“In the year of our 50<sup>th</sup> anniversary, Lamborghini has delivered a very satisfying performance, confirming the strength of our product and commercial strategy”, said Stephan Winkelmann, President and CEO of Automobili Lamborghini S.p.A. “Even in its last year of production the Lamborghini Gallardo has shown strong sales, whereas the Aventador has beaten all records of V12 model sales in our history. The USA and China are our biggest single markets, the Middle East and Japan are very strong and Europe is in line with the trend in our market segment.”

With 129 dealers serving 46 countries, in 2013 worldwide deliveries to customers have been increased from 2,083 to 2,121 units. This development is outperforming the trend of the market in the super sports car segment.

Lamborghini is a global brand and sales distribution is well balanced among the three regions: EMEA (Europe, Middle East, Africa) 34%, America 36% and Asia Pacific 30%.

Thanks to the Lamborghini Aventador, 2013 has been the most successful year of V12 model sales in the history of Lamborghini. 1,001 units have been delivered to customers (922 in 2012, +9%). Two and a half years after its market introduction the order bank for both, Coupé and Roadster version, still covers the next 12 months.

Although in its last year of production, the Lamborghini Gallardo confirms to be an evergreen super sports car with an excellent performance of 1,120 units sold in 2013 (1,161 in 2012). With a total of 14,022 units the Gallardo is by far the most-built Lamborghini ever.

In 2013 the company continued its path of sustainable development, enlarging its facilities and hiring 100 high qualified professionals in Sant'Agata Bolognese to sustain both, production demand and new projects, ending up with 1,029 employees by the end of the year.

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Early in 2013 Lamborghini introduced the Aventador LP 700-4 Roadster, the ultimate open-air luxury super sports car, while the Gallardo Squadra Corse, presented at the end of the year, celebrated also the end of the Gallardo range with a best-in-class version, able to break many lap time records.

Limited edition one-offs like the Egoista, the Veneno and the Veneno Roadster were presented as an homage to the 50<sup>th</sup> anniversary of Automobili Lamborghini, alongside special anniversary editions of the Gallardo, the Aventador and the Aventador Roadster.

Celebrations for the 50<sup>th</sup> anniversary involved customers and fans with many events worldwide and the greatest reunion ever, held in May 2013 in Italy with more than 350 supercars, proving that the Lamborghini global community is stronger than ever.

### **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which will make its world debut at the 2014 Geneva Motor Show is the successor to the iconic Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 129 dealerships worldwide, in half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J . and The Veneno, Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand's 50<sup>th</sup> anniversary year in 2013.

For more photos and videos, please visit:

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

For more information on Automobili Lamborghini, please visit:

[www.lamborghini.com](http://www.lamborghini.com)