



Press Release

Lamborghini Updates Ad Personam Personalization Program

Sant'Agata Bolognese, Italy, 25 February 2014 - Automobili Lamborghini will present its renewed Ad Personam program at the 2014 Geneva Motor Show - the personalization program which allows clients to create their own made-to-order Lamborghini. Currently available for the Aventador range, it will soon be extended to the Huracán.

The new options increase the ability to commission a new Lamborghini right down to the smallest details. Passenger compartment color combinations have been increased, with an expanded choice of leather and Alcantara® colors, as well as the range of colors for floor mats and seatbelts. New dual-color exterior paint and livery possibilities are also offered.

Ad Personam boasts a range of new materials: from semi-aniline leather, among the highest quality leathers available on the market with its soft touch and natural look, to the most innovative and high-tech materials, such as Forged Composite, a Lamborghini patented carbon-fiber material offered for the hard top, interior and exterior details of the Aventador.

The program also extends to the most extreme levels of personalization: from hand-stitched seat emblems and monograms inside the passenger compartment, right through to requests for custom colors, all while maintaining the manufacturer's strict quality and design standards.

Customers taking advantage of the Ad Personam program can also configure their vehicles directly at the Lamborghini plant in Sant'Agata Bolognese, Italy, assisted by a dedicated specialist who ensures that the vehicle produced is not only unique, but fits in with the Lamborghini brand and traditions.

A concrete example of the infinite range of combinations offered by Ad Personam is the special Aventador Roadster displayed at the next Geneva Motor Show. The vehicle has a range of high customizations to both its interior and exterior: it is the first vehicle with Forged Composite inserts on the front spoiler, air intake, rear spoiler; and, in the interior, on the door sills, instrument cluster cover, infotainment controls and screen trim.

The mirrors and transparent engine hood details have been further personalized with the choice of a matt silver paint instead of black. Even the bodywork color is Ad Personam, a shimmering blue (Blue Sideris) matching the dual-color rims and the Forged Composite roof with blue highlights and special Y-shaped livery.

A further refinement for those visiting the Geneva Motor Show is the creation of the Ad Personam Studio. The Studio is a fully-functional and highly-exclusive design studio where customers are assisted in the process of creating their very own, made-to-order Lamborghini Aventador. The procedure of defining the new vehicle's specification is further aided by color and material samples and by a car configurator, which gives a preview of the result on the finished vehicle.

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