



Press Release

Lamborghini Blancpain Super Trofeo Asia Series to Kick off Third Season in Sepang

May 8th 2014, Sepang (Malaysia) - The Italian super sports cars maker Automobili Lamborghini and luxury Swiss watchmaker Blancpain return to Asia for the third season of Lamborghini Blancpain Super Trofeo Asia Series - a significant milestone for this extraordinary championship. Together with the official timekeeper of the FIA GT1 world championship, Lamborghini Blancpain Super Trofeo is determined to meet the demand of local racing fans for the motorsport lifestyle in East Asia's exotic metropolises and provide challenging racetracks for the ultimate lifestyle experience in 2014 Asia series.

Lamborghini Blancpain Super Trofeo was first launched in 2009, in Europe, as a means of further enhancing the brands emotional ties to motorsport. Now in its sixth consecutive year, Super Trofeo as an international race series now celebrates not only its third year in Asia, but also its second series in the United States. The Lamborghini Blancpain Super Trofeo series in Asia for 2014 stands as a symbol of Lamborghini's further development in Asia. World-renowned Sepang International Circuit will host the debut race for this year's series, and will be followed by distinguished international circuits in Indonesia, Japan, Korea, and China before returning to Sepang for the World Final in November. It is the very first time a World Final is being held in a circuit in East Asia. Lamborghini Blancpain Super Trofeo represents more than just a worldwide motorsports event, but an exclusive world whereby those who seek more in life can engage in the ultimate lifestyle experience.

The new season of Super Trofeo Asia Series will kick-off in Sepang International Circuit of Malaysia, which is considered a state-of-the-art circuit due to its ultramodern facilities. Sepang International Circuit has a

Automobili Lamborghini S.p.A.
Squadra Corse
via Modena 12
I- 40019 Sant'Agata Bolognese
T: +39 051 6817711
F: +39 051 6817737

Communications Director
Raffaello Porro
raffaello.porro@lamborghini.com

Squadra Corse Communication
Chiara Sandoni
T: +39 051 6817613
M: +39 348 7460527
chiara.sandoni@lamborghini.com

PR Agency Lamborghini Blancpain Super Trofeo Asia
SPRG Beijing
Tong ZHOU
T: +86 10 85804258 ext.258
tong.zhou@sprg.com.cn
supertrofeo@sprg.com.cn

Blancpain SA
Chemin de l'Etang 6
1094 Paudex - Switzerland
T: +41 21796 3636

Vice President and Head of Marketing
Alain Delamuraz
Alain.delamuraz@blancpain.com

International PR Manager
Laurence Courtois
T: +41 21 796 36 03
Laurence.courtois@blancpain.com

PR Coordinator
Aude Rosati
T: +41 21 793 36 52
M: +41 79 501 43 49
Aude.rosati@blancpain.com





track which can accommodate up to 130,000 spectators. The three-story Pit Buildings hold all the main facilities including fiber optic cabling systems, making Sepang an ideal place and a challenging racetrack for world-class international events.

As the Lamborghini Blancpain Super Trofeo series came to Korea for the first time ever last year, 2014 marks the first ever stop at the Sentul International Circuit in Indonesia. On June 7-8, 2014, Indonesia joins the exclusive world of gentlemen racing in the third year of this exciting championship. The circuit in Sentul is a relatively simple, smooth, broad track with large runoff areas and a 900-metre main straight that allows speeds of up to 300km/h, which will provide a whole new racing experience.

Though Lamborghini Blancpain Super Trofeo welcomes gentlemen drivers, in the life of aggressive racing there is no such thing as an "gentle" track; all the drivers receive behind the desk and behind the wheel training from Lamborghini-certified experts in the piloting skills required to make best use of the precision instrument that is the Lamborghini Gallardo LP 570-4 Super Trofeo. Since 2009, the Super Trofeo series has combined the primal thrill of Lamborghini motorsport with the refined craftsmanship of Blancpain - the oldest watch brand in the world - to introduce a unique lifestyle dedicated to the amateur drivers of East Asia.

The precision manufacturing of Blancpain and Lamborghini may differ in scale and utility, but both brands contribute to the Super Trofeo lifestyle with a shared tradition of craftsmanship and innovation. Together these two bespoke brands have created not just a world-renowned platform for Asia's amateur racing enthusiasts, but also a lifestyle that attracts VIP guests from all over the world with the desire to experience Lamborghini's unrivaled racing culture and to discover the Blancpain fine watchmaking art.





Lamborghini Blancpain Super Trofeo - Asia

2014 Calendar

10-11 May	Sepang (MAL)
7-8 June	Sentul (INA)
12-13 July	Fuji (JAP)
23-24 August	Yeongam (KOR)
18-19 October	Shanghai (CHN)
20-21 November	Sepang (MAL)

WORLD FINAL

22-23 November Sepang (MAL)

Follow us

Visit the Squadra Corse website to follow all of Lamborghini's racing activities at www.squadracorse.lamborghini.com

Follow us on Facebook at: www.facebook.com/lamborghini

Follow us on Twitter at: www.twitter.com/lamborghini

All media enquiries including requests for additional photography should be directed to: asia@supertrofeo.com





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 has made 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. The Veneno Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand's 50th anniversary year in 2013.

For more photos and videos, please visit:

media.lamborghini.com and www.thenewsmarket.com/lamborghini

For more information on Automobili Lamborghini, please visit:

www.lamborghini.com

Blancpain - Over 275 years of tradition in motion

Founded in 1735 by Jehan-Jacques Blancpain, the watch brand bearing his name is the oldest in the world. Blancpain is currently engaged to the renewal of mechanical watchmaking and to passing on exceptional expertise from one generation to the next through constant investment in human resources, production facilities and research. This approach is its strength and the expression of our long-term vision, even though it goes against the tide of a certain tendency to seek immediate profit.

From the creation of components through to watch design, Blancpain is distinguished by its ability to develop exceptional movements. Over the past 9 years, the Manufacture has indeed developed no less than 32 new calibres.





Through its various models, Blancpain preserves its heritage of precision and elegance, while also displaying an innovative and occasionally provocative spirit. Its range encompasses the sportive L-evolution line, the legendary Fifty Fathoms diver's watch, as well as the classic Villeret collection, the high complication from Le Brassus collection and the Women models.

For more information about Blancpain, please visit: www.blancpain.com

Pirelli

Founded in 1872, Pirelli is the world's fifth largest tyre manufacturer based on revenues. With a presence in over 160 countries, the company now has 22 tyre manufacturing facilities on four continents and employs some 38,000 people.

Having been involved in motor racing since 1907, Pirelli has been confirmed as single tyre manufacturer for Formula 1™ for the 2014-2016 championship seasons and for the World Superbike Championship. This is an important challenge in terms of technological innovation and is a key means of promoting the Pirelli brand.

In 2014, Pirelli underlines its status as the global tyre manufacturer with the biggest commitment to motorsport. In total, the Italian firm supplies around 150 different championships across the world, excluding Formula One, both on the road and on the track. One of the most important engagements is the Lamborghini Blancpain Super Trofeo, supplied exclusively by Pirelli, which highlights the strong technical collaboration that the two Italian icons have shared since 1963.

