



Press Release

Automobili Lamborghini S.p.A.

Collezione Automobili Lamborghini is presenting the *Collezione Automobili Lamborghini Junior* at Pitti Immagine Bimbo

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Sant'Agata Bolognese, 27 June 2014 – On June 26 - 28, 2014, Collezione Automobili Lamborghini is presenting its collection for younger fans aged 4 to 16 at Pitti Immagine Bimbo for the first time. The Junior collection for Spring-Summer 2015 is an important expansion of the brand and offers a complete product range to the authoritative public in this sector.

All the garments illustrate the excellence and elegance that distinguish Lamborghini super sports cars, which symbolize luxury and exclusive Italian style the world over.

The collection is divided into three distinct lines to offer various options for kids who dress in Automobili Lamborghini Junior attire.

With its tailored cut and its clean lines, the "Classic" range is designed for special occasions that require elegant, exclusive wear. The garments in this line are made with natural fibers of the very highest quality. The sober appeal of blue shades is enlivened by touches of red in embroidered details and the accessories.

For daily wear, the carefree yet sophisticated style of the "Casual" line fits the bill. This selection is comprised of sporty, practical garments that are intended for everyday use, but have a strong character nonetheless. Included are polo shirts, t-shirts and sweatshirts in a wide variety of colors. They're created with details that reproduce the automaker's signature Raging Bull symbol, as well as with stylized images of the celebrated models that have made automotive history such as the Miura, and also contemporary cars like the Aventador and Huracán.

Finally, the "Squadra Corse" line forcefully expresses passion for the world of motor racing, with striking colors and details that suggest competition on the track. These references can clearly be seen in decorations and wording that evoke images of the race apparel worn by professional drivers, so that even little ones can live the Lamborghini dream.

The Junior collection for Spring-Summer 2015 is the product of a license agreement with Apulia-based Marbel to produce collections with the Collezione Automobili Lamborghini brand.

The Collezione Automobili Lamborghini Junior will be distributed through the Lamborghini dealer network and by the traditional clientele of Marbel: highly select, multibrand boutiques specializing in children's clothing. The line will be distributed immediately on the Italian, European and Middle Eastern markets, followed by the American and Japanese markets.



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 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 little more than 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.

Marbel S.r.l.

Marbel was established in 1990 thanks to the acumen of founder Giuseppe Cariello. Drawing upon a family tradition of involvement in the clothing sector, he brilliantly applied his business instincts to turn the company into a solid performer. An important turning point for Marbel occurred in 2007, with its first licenses to produce products for brands such as Frankie Morello Toys, Daniele Alessandrini, Cantarelli, Guru Gang, A-Style, Aspen Polo Club and others. As the years went by, Marbel became an important name in the world of licensing for the originality and quality of its products. Brands licensed to Marbel are distributed throughout Italy and around the world.