



Press Release

Excitement Continues as the Lamborghini Blancpain Super Trofeo Asia Series Returns to Shanghai for a Third Time

October 15, 2014, Shanghai (China) - Italian super sports car maker Automobili Lamborghini and Swiss luxury watchmaker Blancpain have returned to Shanghai for the third time for another round of exciting races as the Super Trofeo pulls into its fifth stop of this year's circuit.

A regular stop on the Super Trofeo lineup, the Shanghai Circuit is the second stop in China this year, the addition of Zhuhai speaking to the increased importance that Lamborghini and Blancpain attaches to China and Chinese racers. The nearly 5.5km track will not be new to seasoned Super Trofeo racers, but its two sets of challenging turns, the first decreasing in radius from 93.9m to 31.8m and then another increasing from a tight 8.8m to a generous 120.55m will still challenge the skill of even the most experienced racers. The required speed limit of 87km/h on narrow turns also forces racers to be creative and adds a sense of excitement and anticipation for spectators.

Top racers will have to work hard to maintain their leading positions as the Super Trofeo enters the last few races of the season as competitors have precious few opportunities to edge ahead and take the final prize in Sepang. The star team of this year's Super Trofeo has been Jiang Xin and Max Weiser, who have taken straight first places in all races, but if they are not careful, even their unblemished record may yet be tarnished. The team of Malagamua and Urata kept the pressure on in Zhuhai and are poised to keep it going in Shanghai. Solo driver Toshiyuki Ochiai from Japan is also one to watch as he comes off of strong performances in both Fuji and Zhuhai.

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Shanghai's international appeal and history with the Super Trofeo Asia make it the perfect location to showcase the power and elegance that Lamborghini and Blancpain embody. This is why Lamborghini has chosen the Shanghai Circuit to showcase the new Huracán LP 620-2 Super Trofeo, which will debut and share the race with Gallardo in all three regions (Europe, Asia and North America) of the 2015 Lamborghini Blancpain Super Trofeo. This revolutionary super sports car was specially designed for the Lamborghini Blancpain Super Trofeo, focusing on the elements that maintain the tradition of Lamborghini's long heritage, but also provide the power and speed that competitors crave on the racetrack.

With a weekend packed full of activity and pressure mounting on Super Trofeo drivers, the competitive spirit will intensify in Shanghai, ensuring non-stop excitement. China's first look at the all-new Huracán LP 620-2 Super Trofeo will also be a unique draw in the lead-up to the vehicle's first run in Sepang coming up next month.

Another exciting element of this stop is that the Lamborghini Blancpain Super Trofeo will be part of the third annual Sports Car Champion's Festival ('SCCF'), which includes four other major races. The SCCF also focuses on racing and automotive culture with public events including classic car parades, events for children and an exhibit of the latest high-performance racecars.





Lamborghini Blancpain Super Trofeo - Asia

2014 Calendar (Please note the new schedule replaces Korea with Zhuhai)

10-11 May	Sepang (MAL)
7-8 June	Sentul (INA)
30-31 August	Fuji (JAP)
20-21 September	Zhuhai (CHN)
18-19 October	Shanghai (CHN)
20-21 November	Sepang (MAL)

WORLD FINAL

21-23 November Sepang (MAL)

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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 - Innovation is our tradition

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 33 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.

