



Press Release

Automobili Lamborghini S.p.A.

Dubai opening of the first exclusive Collezione Automobili Lamborghini fashion outlet

Abdulaziz Al Rasheed Trading Brings the Region's First Collezione Automobili Lamborghini Fashion Store to Dubai Mall

Sant'Agata Bolognese - 28 November 2014: The Middle East's first solus Collezione Automobili Lamborghini store made its debut in the UAE yesterday in the Dubai Mall. Brought to Dubai by Abdulaziz Al Rasheed Trading, a member of Al Rasheed Group, Kingdom of Saudi Arabia, with retail assets in the Gulf Cooperation Council (GCC) and Lebanon, the high-end store is dedicated to the entire fashion and accessories range of Collezione Automobili Lamborghini.

"The philosophy behind the Automobili Lamborghini fashion line is synonymous with the Italian brand and the traits of Lamborghini super sports cars - pure, cutting edge and visionary," said Abdulaziz Al Rasheed, CEO of Al Rasheed Group. "Dubai's strong appeal in the region as a city famed for the 'best of the best', makes it the perfect fit for Collezione Automobili Lamborghini stores, which we look to expand across the Middle East in the next few years. The location of our flagship store in the iconic Dubai Mall is fitting for one of Italy's most prestigious and internationally recognized brands."

"Our aim is to communicate the strength of our brand in terms of style, materials and cutting edge design through our fashion and accessory collection," said Boris Puddu, Head of Collezione Automobili Lamborghini based in Sant'Agata Bolognese, Italy. "Lamborghini's is the most desirable super sports car brand. The customers of Collezione Automobili Lamborghini are part of an exclusive "club" of Lamborghini enthusiasts, wearing the philosophy of an Italian marque."

The launch was further enhanced by a fashion show in the store that launched the Automobili Lamborghini Fall-Winter Collection for 2014-2015, reflecting the core values of Lamborghini with superior quality and

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innovative fabrics, as well as featuring some of the design elements found in Lamborghini cars such as the distinctive hexagon theme.

"Lamborghini owners and enthusiasts in the UAE can now access clothing and accessories that reflect the Lamborghini lifestyle and allow them to express their passion for the brand and its heritage," Puddu concluded.

The Collezione Automobili Lamborghini Store in Dubai Mall will sell the complete range of items, designed not only for Lamborghini owners but for the luxury consumer who values quality, style and elegance. Offering a total look for both men and children, exclusive accessories include carbon fiber bags and the brand's first perfume: Lamborghini L, in four fragrances.

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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 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.

For more photos and videos, please visit:

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

For more information on Automobili Lamborghini, please visit: www.lamborghini.com