



## Press Release

### **Lamborghini launches the Ad Personam Studio A new area dedicated to the company's customization program**

*Sant'Agata Bolognese, 13 July 2016* - Lamborghini launches the Ad Personam Studio at its historic Sant'Agata Bolognese headquarters: an area dedicated entirely to the company's customization program, which enables each customer to create his or her very own, Lamborghini.

The Ad Personam Studio is located in the heart of the company's production facility, and its concept and furnishings inspired by creative spaces and design studios. It is designed to offer Lamborghini customers the unique experience of being aided by an Ad Personam specialist at every step of the process, in order to select colors, interior trim and the materials of their future super sports car.

Before specifying their car, the prospective owner visits the factory on a guided tour, so he or she can view possible configurations on actual Huracán and Aventador models. Next, the customer is hosted in the sophisticated yet minimal atmosphere of the Ad Personam Studio, which includes displays of leathers, colors, materials, seats and rims, and includes an advanced car configurator for digital simulation of possible options. The lounge area is also used for displaying the particular Lamborghini model ordered by the customer.

The Ad Personam program is available for both Huracán and Aventador. As one of the company's strategic offerings, the program not only ensures the best possible customer experience, but also enhances the product and brand in a broader sense.

Ad Personam began in 2006 and was expanded in 2013 with the creation of a dedicated team consisting of representatives from the company's principal departments. The goal of the Ad Personam group of specialists is to provide a tailored consulting service that aids each customer in choosing colors, materials, trim and accessories, which meet the stylistic criteria of the Lamborghini marque and are consistent with its stringent quality and safety standards.

Since 2013, more than 50 new Ad Personam exterior colors have been developed, and the option of applying two-tone paint and livery has been introduced. The number of possible combinations of colors and materials for the interior has also been increased. New materials have even been added, such as different types of Alcantara to enhance sporty components of the car interior and new fine leathers like the semi-aniline leather to enhance the luxurious feeling of the interior.

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One of the most high-tech and in-demand Ad Personam materials is Forged Composite, an innovative carbon fiber material patented by Lamborghini and offered on both the roof and the interior and exterior details of the Aventador.

In the first half of 2016 more than 50% of Lamborghini super sports cars delivered were customized with the Ad Personam option - a percentage that has tripled over the past three years. The Aventador is undoubtedly the most customized model: the privilege of a clientele that is more sensitive to the exclusiveness and uniqueness of their purchase.

For other photos and video material, please visit our websites:

[media.lamborghini.com](http://media.lamborghini.com)

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