



## Press Release

### **Lamborghini Unveils Centenario Roadster in California, USA: Fluid open air elegance meets engineering brilliance**

- **One-off limited edition of 20 roadsters following the introduction of the coupé, all sold, at a start price of 2 million euros plus tax**
- **V12 naturally aspirated engine with 770 hp: most powerful built by Lamborghini, weight to power ratio 2.04 kg/hp**
- **Lamborghini rear-wheel steering, carbon fibre monocoque and body, advanced aerodynamics**
- **Touchscreen access to connected infotainment: internet, web radio, telemetry and Apple CarPlay**

*Sant'Agata Bolognese/Carmel, Calif. 19 August 2016* – Following the introduction of the Centenario Coupé, Lamborghini unveils the open version of its latest one-off creation to fervent collectors and enthusiasts at Monterey Car Week in California in occasion of the event “The Quail, A Motorsports Gathering”. A natural successor to its coupé counterpart, the Centenario Roadster is also limited to 20 units worldwide and represents a true illustration of Lamborghini’s commitment to advance automotive design to new, inspirational heights.

The Italian icon continues to honor the centenary of its dynamic founder, Ferruccio Lamborghini, with this special commemorative series. Designers were given the freedom to create an open design that embodies the progressive qualities of Lamborghini’s visionary founder and shines in an elegant environment. This next level Roadster embodies a new design direction for Lamborghini accentuated by clean surfaces and superb reflections as ‘form follows function’ – true to Lamborghini’s core design DNA. Centenario’s silhouette features low overhangs in the front and rear creating a clean, sensuous, mono-body shape.

“Lamborghini prides itself on the relentless pursuit of experimentation. We are proud to unleash Centenario’s further potential in the form of a classic roadster; the perfect harmony between innovation and timeless design. This unique engineering achievement is a befitting tribute to Lamborghini’s extraordinary past and a preview of its brilliant future. Centenario Roadster embraces the cutting edge characteristics of its coupé sibling and embraces the freedom of a true open-top super sports car for a pure drive experience” Stefano Domenicali, Automobili Lamborghini Chief Executive Officer, said.

A performance-driven model, this one-off open-top model is built on a carbon fiber monocoque and the body parts are made of carbon fiber.

Automobili Lamborghini S.p.A.

Communications

Gerald Kahlke

Phone number +39 051 6817711

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Press Office - Italy and Southern Europe

Clara Magnanini

Phone number +39 051 6817711

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Press Office - Corporate and Motorsport

Chiara Sandoni

Phone number +39 051 6817711

[chiara.sandoni@lamborghini.com](mailto:chiara.sandoni@lamborghini.com)

Press Office - Events and

Collezione Automobili Lamborghini

Rita Passerini

Phone number +39 051 6817711

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Press Office - UK and Middle East

Juliet Jarvis

Phone number +44 (0) 7733 224774

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Press Office - North and South America

Jiannina Castro

Phone number +1-703-3647926

[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

Press Office - APAC and China

Julie Taieb-Doutriaux

Phone number + 86 139 1124 4757

[julie.taieb@lamborghini.com](mailto:julie.taieb@lamborghini.com)

Press Office - China

Nancy Rong 荣雪霏

Phone number: +86 10 6531 4614

[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)

Press Office - Japan and Korea

Kumiko Arisawa

Phone number: +81 3-5475-6626

[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)



Known for experimenting with new cutting edge colors, designers developed a special silver exterior color, called "Argento Centenario", fashioned exclusively for the Centenario Roadster, accentuating its curvaceous profile. To achieve this signature matte finish, designers applied a new high-tech process dissolving the metal while diluting and diminishing the appearance of the metal grain giving it a silky and rich exterior finish.

The car's enhanced aerodynamic design includes an extending rear wing providing more downforce at high speeds and is equipped with rear-wheel steering for increased agility and stability. A new fully connected infotainment and innovative touchscreen system includes internet browsing and Apple CarPlay for easy use.

Advanced aerodynamic studies were conducted also to achieve maximum comfort for the interior, specifically for the Roadster. The front windscreen is shaped to reduce turbulence for the cabin passengers, deflecting the air around and above their heads, keeping the level of ventilation within the cockpit to an optimal level for a sunlit environment. Sleek, frameless windows surround the interior, providing a light and airy effect while improving insulation.

Equipped with the most powerful engine produced by Lamborghini to date, the Centenario Roadster's elegant exterior is matched with the unmistakable power of Lamborghini's naturally aspirated V12 engine. Excellent power to weight ratio in combination with the optimized aerodynamic design allows to easily reach 350 km/h, delivering superior balance and maximum stability.

## **Design and Aerodynamics**

The Centenario Roadster is designed by the Centro Stile Lamborghini. Each component is stylistically relevant and actively participates in the improvement of performance in terms of drag, downforce and engine cooling.

Each detail has been refined to reach the best engineering solution for an optimal driving experience also in terms of cabin comfort. This optimal design and function is reached as well with the implementation in the rear wall, in the back of the headrest, of a channel with smooth flow of air from the cabin towards the rear of the bonnet to minimize air recirculation and turbulence within the passenger compartment. The rear wing then benefits from additional aero-load for increased rear downforce.

The body of the Centenario is defined completely in carbon fiber. The front bonnet, scissor door panels and open top roof line are fluent, aerodynamic and organic. The lower parts in shiny carbon fiber are functional, technical and dedicated to aerodynamic superiority, including the front splitter, side skirts, wheel arches and rear diffuser. Air flows through ducts within the front



headlight casings and others in the sidskirts and around the wheel arches, improving airflow to the rear radiators and providing optimized cooling.

The prominent profile of the rear wheel arch accentuates the Centenario's rear-wheel steering. Pirelli PZero tyres, developed specifically for rear-wheel steering, sit on exclusive 20"/21" front/rear rims in forged and milled aluminium. The spokes' fan shape, accented in carbon fibre, mask ducts extracting hot air from the carbon ceramic brakes, finished with a central-locking wheel nut sporting the Lamborghini shield.

The integrated rear diffuser dominates the back of the car, its substantial dimension optimizing air flow distribution, maximizing the car's downforce and aesthetically emphasizing the importance of aerodynamics in the Centenario. The 'Y'-shaped LED lights stretch the full width of the rear, distinguishing the Centenario day or night.

An extendable rear wing is integrated in body when stationary or at low speeds to preserve the minimalist lines of the Centenario. According to vehicle dynamic conditions and Driving Mode chosen, the wing extends to 150mm and rotates up to 15 degrees for optimal aerodynamic efficiency in high performance conditions.

### **Power and performance**

The highly responsive V12 architecture delivers 770 hp (566 kW) with an engine speed regulator raised from 8,350 rpm to 8,600 rpm. Accelerating from 0-100 km/h in just 2.9 seconds the Centenario Roadster's top speed is more than 350 km/h. Braking distance is equally impressive: from 100-0 km/h in just 31 m (102 feet).

### **Chassis and drive**

The body of the Centenario is built entirely in carbon fiber, with a monocoque and all other body parts and trims in carbon fiber. With a dry weight of just 1,570 kg (3,461 lbs), the Centenario achieves a weight-to-power ratio of 2.04 kg/hp.

The Centenario Roadster adopts Lamborghini's new rear-wheel steering system. This system increases turning agility at low speeds and requires less steering angle, as well as a reduced turning radius. At high speeds the rear tires turn in the same direction of the steering angle which leads to a virtual increase of the wheelbase. As a result the rear-wheel steering provides increased stability and optimizes vehicle response. In the three Lamborghini driving modes, Strada, Sport and Corsa, the rear-wheel steering heightens the characteristics of each, particularly in lateral dynamics.



The Roadster is fitted with Lamborghini's magneto rheological suspension and Lamborghini Dynamic Steering (LDS) providing optimal responsiveness and driver feedback. For a lightweight solution and faster gear shifting, it features an Independent Shifting Rod (ISR) gearbox.

### **Interior - luxury and functionality**

Clients can specify their Centenario Roadster to include any color and finish from Lamborghini's Ad Personam personalization program.

The Centenario Roadster on display features subtle and luxurious interiors in light brown Alcantara *Terra di California* with *Bianco Polar* leather inlets, stitching and piping as well as detailed cross-stitching on the seats, dashboard and rocker cover.

Functionality and connectivity are essential features including satellite navigation and a high definition 10.1 inch touchscreen. An advanced infotainment system allows for users to browse the Internet, connect to e-mail and social media and use other online applications such as web radio. Apple CarPlay is also included with full functionality for calls, navigation, music and iPhone integration. The infotainment system also includes a sophisticated telemetry function so drivers can record and compare speeds, times, lateral and G force data. Two optional interior cameras allow the drivers' experiences to be recorded.

### **20 coupés and 20 roadsters**

Just as the Coupé version the Centenario Roadster will be produced as a limited edition of only 20 units to be delivered through 2017. All 40 Centenario models are sold, to collectors and Lamborghini enthusiasts around the world at a starting price of 1.75 million euros for the Coupé and 2 million euros plus tax for the Roadster.

Shown in Monterey in the special exterior color, called "Argento Centenario", clients can specify their Centenario to include any colour and finish, such as exposed carbon fiber from Lamborghini's Ad Personam personalisation programme.

The Centenario continues Lamborghini's strategy of producing one-off cars and exclusive limited editions, which allow scope for exploring design and technology possibilities while heightening brand awareness. Starting with the Reventón and including the Sesto Elemento, Aventador J and Veneno, every car has proved its instant appeal, achieved iconic status, and increased in value.



For other photos and video material, please visit:  
[media.lamborghini.com](https://media.lamborghini.com)

For more information on Automobili Lamborghini, please visit:  
[www.lamborghini.com](https://www.lamborghini.com)