



## Press Release

### **Lamborghini Day in Tokyo: 2016 is the year to commemorate Lamborghini milestones**

- **One-off Lamborghini Centenario with body in full carbon fiber makes its debut in Asia**
- **36 Lamborghini classic cars in exhibition at "Lamborghini Day Concours d'Elegance TOKYO 2016"**
- **Parade with more than 65 cars in the heart of Tokyo**

*Sant'Agata Bolognese/Tokyo, 16 September 2016* - Automobili Lamborghini celebrated in Japan with "Lamborghini Day", commemorating the centenary of founder Ferruccio Lamborghini's birth and the 50<sup>th</sup> anniversary of the iconic Lamborghini Miura, at Meiji Memorial Picture Gallery in Tokyo, Japan. The Lamborghini Centenario, with a monocoque and body in full carbon fiber, was presented for the first time in the Asian region.

Stefano Domenicali, Chief Executive Officer of Automobili Lamborghini, in Japan for the occasion, commented: *"The year 2016 will be always remembered as a memorial year to celebrate the centenary of founder Ferruccio Lamborghini's birth and the 50<sup>th</sup> anniversary of the Lamborghini Miura, the father of modern super sports cars. Even today Lamborghini is in excellent shape. Record sales were achieved in the first six months of this year, due to additions in the Huracán family such as the Spyder and rear wheel-drive models. The Japanese sales performance has been very solid, helping to keep it in the top three markets worldwide, and we believe Lamborghini will see further growth in Japan."*

An inaugural "Lamborghini Day Concours d'Elegance TOKYO 2016", also took place, with 36 historic Lamborghini models displayed in a competitive exhibition, including icons such as Miura, Countach, Diablo and many classic Lamborghini cars.

There are several awards that are given, three are divided in classes for Miura, Countach and Diablo, other two are an audience award and an award for the most authentic classic Lamborghini. Furthermore, the best car of the Miura 50<sup>th</sup> anniversary year was awarded.

In addition, a parade for Lamborghini owners was held in Tokyo's main urban district, following the success of a Lamborghini parade held last year. An exciting array of over 65 cars gathered to drive through the intersection of Omotesando and Shibuya in central Tokyo, with many passers-by stopping to admire the impressive sight of the Lamborghini procession.

Automobili Lamborghini S.p.A.

Communication

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) 364-7926

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

Press Office - APAC and China

Silvia Saliti

Phone number +65 (9651) 8955

[silvia.saliti@lamborghini.com](mailto:silvia.saliti@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 South Korea

Kumiko Arisawa

Phone number: +81 3 5475 6626

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



## **Event Information**

Event: Lamborghini Day

Date: Friday, September 16<sup>th</sup>, 2016

Venue: Meiji Memorial Picture Gallery

Cars in exhibition: Centenario, Huracán Avio, Huracán Spyder, Huracán RWD, Aventador Miura Homage, Aventador Superveloce, Miura Superveloce

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

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

For further information on Automobili Lamborghini, please visit our website:

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