



Press Release

Unique customization: Ad Personam program for Collezione Automobili Lamborghini

Debut at the Geneva Motor Show

Sant'Agata Bolognese/Geneva, 8 March 2017 - The Collezione Automobili Lamborghini reflects the philosophy of Ad Personam, the customization program that enables each customer to create his or her own personalized Lamborghini. Customers can select their choice of colors, materials, finishes and accessories in line with the style criteria of the Lamborghini brand.

"Luxury is no longer just about high quality, performance, and design but is evolving towards the search for exclusivity, which is expressed by means of customization," explained Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini.

The customizable articles in the Collezione Automobili Lamborghini include renowned leather products from the Bolognese house of Hettabretz; high hand footwear from Enzo Bonafè; and luxury luggage from TecknoMonster. Customized items are on display at the Geneva Motor Show from 7 to 19 March 2017, in the Ad Personam area on Lamborghini's stand.

Hettabretz and Collezione Automobili Lamborghini present a leather jacket produced in a limited edition of thirty numbered pieces, inspired by the shared 'Made in Italy' DNA of the two brands, with the aim of creating unique garments. The design of each item evokes the hexagonal shapes typical of Lamborghini cars, with metal trims designed to highlight the unique and artisanal craftsmanship of each garment.

A trunk containing different leathers and fabrics allows customers to select materials; styles are completed by zipper pulls shaped identically to Lamborghini cars' ignition button.

The capsule collection of men's footwear by Enzo Bonafè for Collezione Automobili Lamborghini was presented at Milan Fashion Week in January 2017. The button-up calfskin ankle boots are fashioned thanks to the work of 17 different artisans and 350 different processing steps. The boots feature decoration with hexagonal motifs, a kidskin insole, and the Lamborghini shield, and are hand-signed by Enzo Bonafè. The collection will be completed with two derby shoes, a moccasin, and a model with buckle, each customizable in terms of leathers and internal details. Enzo Bonafè and Automobili Lamborghini were both established in 1963 in the Bologna area, sharing a passion for superior quality materials, attention to detail, and 'Made in Italy' craftsmanship.

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Fabricated entirely in Italy, the luxury luggage collection signed by Automobili Lamborghini and TecknoMonster is created using the same materials employed in Lamborghini sports cars: carbon fiber produced in the autoclave, machined billet aluminum, and original leathers as used in the car interiors.

The leather business bag and week-end bag are customized using the same materials and colors seen in the car on display. Similar customization is available for all TecknoMonster items created in collaboration with Collezione Automobili Lamborghini.

Where:

Flagship store in Sant'Agata Bolognese.

At all official Lamborghini dealerships worldwide.

In the following retail points

Macau: Taipa, Cotai Strip - Grand Motorsport Shop @ The Venetian, Macau, Cotai Strip
- Grand Motorsport Shop @ The Parisian

Taiwan: Taipei - Bellavita Shopping Mall

Thailand: Bangkok - Siam Paragon, Bangkok - The Emporium, Bangkok - Emquartier Department Store, Pattaya City - Central Festival Pattaya, Samutprakarn - King Power Duty Free Downtown Complex, Samutprakarn - King Power Lat Krabang, Samutprakarn - King Power Suvarnabhumi Airport Bangkok, Prachuap Khiri Khan - Grand Motorsport Shop

United Arab Emirates: Dubai - The Dubai Mall, Dubai - Galeries Lafayette, Abu Dhabi - House of Fraser

On the website www.lamborghini.com

At the best multi-brand retailers worldwide.

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