



Lamborghini continues Asia expansion with showroom openings and debut of Asian Lamborghini Blancpain Super Trofeo race series

Automobili Lamborghini S.p.A.

Manila, Philippines/Sant' Agata Bolognese, June 1, 2012. Automobili Lamborghini officially opened its first dealership in the Philippines, following a weekend of Lamborghini celebrations in Malaysia: the opening of a new showroom in Kuala Lumpur, and the inaugural Asian Lamborghini Blancpain Super Trofeo race weekend at Sepang circuit on 26 and 27 May.

Communications and External Relations

Director

Raffaello Porro

raffaello.porro@lamborghini.com

Press Office - Italy and Southern Europe

Clara Magnanini

clara.magnanini@lamborghini.com

Press Office - Northern Europe

Gerald Kahlke

gerald.kahlke@lamborghini.com

Press Office - UK and Middle East

Juliet Jarvis

juliet@jjc.uk.com

Press Office - North and South America

Soon Hagerty

soon.hagerty@centigrade.com

Events

Rita Passerini

rita.passerini@lamborghini.com

Via Modena, 12

40019 Sant'Agata Bolognese

Telephone +39 051-6817716

Fax +39 051-6817737

www.lamborghini.com

www.lamborghini.com/press

www.thenewsmarket.com/lamborghini

With 18 cars on the grid and teams representing China, Japan, Singapore, Hong Kong, Taiwan, Malaysia and Thailand, crowds enjoyed thrilling racing over the two days at Malaysia's Formula One race track. The only four-wheel drive one-make series, aimed at gentleman drivers, the Lamborghini Blancpain Super Trofeo is in its fourth European season and launched its sister Asian series starting this year. As in Europe, Blancpain partners Lamborghini as the title sponsor, with a further five races in 2012 at major Asian circuits.

"Asia represents approximately a third of our worldwide sales: Lamborghini established itself very early as one of the first super sports car brands in Asia," said Lamborghini President and CEO Stephan Winkelmann. "Our activities over this weekend illustrate our commitment to the region and the continuing growth of our brand, with two new dealership facilities as well as the Asian debut of our one-make racing series."

The new Lamborghini Manila showroom and aftersales facility is located in Bonifacio Global City, in metropolitan Manila. Officially opened by Stephan Winkelmann, the occasion not only marked the first Lamborghini dealership for the Philippines, but also the formal presentation of the Lamborghini Aventador LP 700-4 in the country.



The Kuala Lumpur showroom, officially opened on 25 May in the capital city's Shah Alam district, has been refurbished and extended with new aftersales facilities, reflecting encouraging growth for the marque in Malaysia and generally improving economic conditions in the region.

Lamborghini today operates 16 dealers in mainland China, Macao and Hong Kong, with further openings planned in 2012. Other recent Asian expansion has included a second dealership in India in Mumbai, and now the new operation in the Philippines.

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Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. There it manufactures some of the world's most sought-after super sports cars. With the introduction of the best-in-class Aventador LP 700-4 in 2011 and with this year's presentation of the SUV concept car Urus at the Beijing Auto Show, Lamborghini has marked another milestone in the history of luxury super sports cars. With more than 120 dealerships worldwide, Automobili Lamborghini is building on a succession of dynamic and elegant super sports cars including the 350GT, Miura, Espada, Countach, Diablo, Murciélago, Reventón Coupe, Reventón Roadster, Gallardo LP 560-4 Coupé and Spyder, Gallardo LP 570-4 Superleggera and the open version LP 570-4 Spyder Performante.

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