

Press Release



Above industry-average investment strategy into technical innovation and product portfolio

Automobili Lamborghini increases deliveries by 23% in 2011

- Global deliveries grow by 23% to 1,602 units
- Turnover increases by 19% to 322 million euros
- New Lamborghini Aventador LP 700-4: Order bank remains high
- Expanded product and technology investments improve outlook

Sant'Agata Bolognese (Italy), March 1, 2012. Automobili Lamborghini has completed the Fiscal Year 2011 (31.12.2011) with a double digit increase in deliveries and turnover. Global deliveries increased by 300 units from 1,302 up to 1,602. This is an increase of 23% compared to the previous year. Turnover increased from 271 million euros to 322 million euros (plus 19%) in the same period.

The year 2011, thus saw a marked growth for the extreme Italian super sports car brand, continuing the recovery from the global economic crisis. The core growth drivers included further increase in deliveries of the highest selling Lamborghini of all time, the Lamborghini Gallardo, and the introduction of the new Lamborghini Aventador LP 700-4 flagship model. The United States and China confirmed their status as the largest single markets for Lamborghini, followed by the UK, Germany, Italy and the Middle East.

"We look back onto 2011 with some satisfaction, as a year of our return to growing deliveries. The year was hallmarked by renewed interest in the Gallardo range, but especially by the triumphant arrival of the Aventador, which established itself as the new benchmark in super sports cars and won more than 30 international media awards for its unique design and innovative technology," comments Stephan Winkelmann, President and CEO of Automobili Lamborghini.

"The Aventador has achieved both public and commercial success for its performance, high efficiency and futuristic design. It also clearly demonstrates Lamborghini's abilities in new technologies, particularly our industry-leading in-house carbon fiber facilities where we are developing and manufacturing applications in serious volumes."

Automobili Lamborghini S.p.A.

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The current order bank for Aventador continues to account for more than 18 months' production.

Alongside the V12 Lamborghini Aventador is the V10 Lamborghini Gallardo range: the latest models presented during 2011 included the limited edition Super Trofeo Stradale, inspired by the Super Trofeo that races in the Lamborghini Blancpain Super Trofeo series, and the Gallardo Spyder LP 550-2 with rear-wheel drive. The Gallardo product line-up is the most successful range in the company's entire history with more than 12,000 Gallardos sold since 2003.

"We confirm our long term strategy, to make significant investments in key supersports car technologies even in hard times and simultaneously into technological innovation that credits the brand with leading edge technology," says Winkelmann. "Also as the competence center for lightweight technology for small series production within the Volkswagen Group, Lamborghini is bringing supersports car insight in materials technology to volume brands helping to reduce weight and improve efficiency. In recent years Lamborghini increased investments into Research and Development achieving a rate that substantially surpasses the industry average. At the upcoming Geneva Motor Show we will show a further step in our research into innovative materials and design."

In the current year a further continuation of the global economic revival is expected, even if less dynamic, as a consequence of the debt crisis in Europe and a slightly slower growth rate in the Chinese economy.

"Lamborghini has prepared to the utmost level in order to respond flexibly to market uncertainties, but we work to make our business bullet proof to volatility and future crisis and protect ourselves from potential downturns in various markets," continued Winkelmann.

"Given that the relevant economic framework does not change for 2012, we forecast a further increase of our worldwide deliveries, based on the growing success of both the Aventador and the Gallardo."



Automobili Lamborghini S.p.A.

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, 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.

For more information on Automobili Lamborghini, please visit the website at www.lamborghini.com