



## Press Release

### Stephan Winkelmann enters Concorso Italiano Hall of Fame

**Winkelmann accepts honor at renowned annual Italian show and receives Robb Report's "Best of the Best Sports Car" Trophy during Monterey Classic Car Week**

Monterey, California/Sant'Agata Bolognese, August 22<sup>nd</sup>, 2012 - The prestigious Hall of Fame award "La Bella Macchina" was given to Automobili Lamborghini President and CEO Stephan Winkelmann during Concorso Italiano in honor of his exceptional work for the venerable Italian super sports car manufacturer from Sant'Agata Bolognese. Concorso Italiano is an annual celebration of Italian style in occasion of the Monterey Classic Car Week.

Winkelmann, who was born in Berlin and grew up in Rome, has been President and CEO of Automobili Lamborghini S.p.A since 2005. Throughout his seven years at Lamborghini, Winkelmann has been instrumental in the turnaround of the Company, drastically increasing sales compared to the previous 40 years.

This achievement is a result of Winkelmann's focus on implementing a solid strategy for its V10 and V12 sports car range, leading the development and launch of the flagship Aventador LP 700-4 while investing in new technologies and facilities to produce its full carbon fiber monocoque, as well as supporting and growing the dealer network. Further examples of recent brand-building include the successful launch of the limited edition Reventón and Sesto Elemento models, as well as the one-off Aventador J.

"It's quite an honor to accept this generous award from Concorso Italiano" said Winkelmann. "While ecstatic to be recognized, I'd like to point out that it was not me alone. My entire team, our enthusiasts and loyal clients also play an integral role in Lamborghini's momentum."

Lamborghini's 50<sup>th</sup> Anniversary plans for 2013 were also discussed at the event. The milestone will be celebrated with international events and will include a rally, the Grande Giro Lamborghini 50° Anniversario, throughout Italy from May 7-11, 2013. Additionally, Winkelmann and Filippo Perini, the brand's Chief Designer, offered commentary on some of the iconic models appearing at Concorso Italiano. Vehicles included the 350 GT, Islero, Miura, Diablo, Gallardo LP 570-4 Super Trofeo Stradale and Aventador LP 700-4.

Also, at a private Lamborghini customer event during this year's Monterey Classic Car Week, Winkelmann received a trophy from luxury-lifestyle magazine Robb Report for its annual "Best of the Best" issue naming the Lamborghini Aventador LP 700-4 as the "Best of the Best Sports Car". The award is the culmination of an entire year's worth of research conducted by the magazine's editors for the luxury world's most exceptional new products and services.

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The Lamborghini Aventador LP 700-4 outweighed other competitors for this honor, including the McLaren MP4-12C, Nissan GT-R and Porsche 911 Carrera S. This is the second time this year that the Aventador LP 700-4 has been heralded by the Robb Report. In February, the vehicle was selected by the magazine as its "2012 Car of the Year".

On Tuesday, August 21<sup>st</sup> Winkelmann also participated in the inauguration of the new building for the Newport Beach Lamborghini dealership in South Los Angeles, the top dealership for US sales.

Additional information on the Grande Giro Lamborghini 50<sup>o</sup> Anniversario is available at [www.lamborghini50.com](http://www.lamborghini50.com).

### **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 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 Coupé, 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 the 50<sup>th</sup> Anniversary, please visit:  
[www.lamborghini50.com](http://www.lamborghini50.com)

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

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