



Press Release

Collezione Automobili Lamborghini Introduces its First Range of Carbon Fiber Bags

Sant'Agata Bolognese, 19th August 2011. Automobili Lamborghini takes on a new challenge with the world-wide launch of its first carbon fiber bag collection.

Utilized in industrial applications at the cutting edge of technology and noted for its resiliency and light weight, this material is used in premium products like bicycles, yachts, aeroplanes and super sports cars. Until today, no one has utilized carbon fiber in its un-stiffened, cloth form to produce fashion accessories.

Created by Lamborghini and made in Italy, the unisex collection consists of Travel-, Messenger- and Envelope-style bags. They each possess a pure design and are completed in fine hand-stitched leather, palladium-finish galvanized brass accessories, hand-mounted studs and cotton lining. Each detail has been carefully studied to guarantee maximum functionality. The color is highlighted by the diagonal graphite reflections typical of carbon fiber. The uniqueness of these products is not by chance, each one has been carefully studied and is one-of-a-kind, entirely made by hand by craftsmen who carry out each phase of the process.

The soft Travel bag is a trunk-style carrier with two handles and measures 20x9x11 inches. Designed to be carried on an air plane as carry-on luggage, its shape is highlighted by luxurious detail and a spacious internal pocket.

The Messenger bag measures 15x4x12 inches and has been designed as a laptop carrier. It has an adjustable strap and three separate compartments, as well as a zip-up pocket to protect smaller objects inside.

The Envelope-style bag completes the product range, measuring 13x12 inches and is perfect for carrying notebooks, as they are easily accessible if placed in the open back pocket, or protected in the zip-up pocket. There are also compartments for a wallet, cell phone and writing utensils.

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The President and CEO of Automobili Lamborghini, Stephan Winkelmann, has expressed: "The objects around us change, just as the way we carry them changes. This line of bags explores an absolutely unprecedented use of carbon fiber, taking the thrust of technological innovation that characterizes our supercars, to the world of fashion. These are exclusive objects for those who are not content with practicality, but instead seek a way to stand out from the crowd and stamp their own personality on an accessory."

Travel, Messenger and Envelope will be on sale in the fall of 2011, complete with a maintenance kit at the flagship boutiques in Sant'Agata Bolognese, Los Angeles, Vancouver, Melbourne, Berlin, Hong Kong, Chengdu, Chong Qing and Shantou, as well as at the 120 Lamborghini car dealerships worldwide and online at www.lamborghini.com.