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LAMBORGHINI CONFIRMS RACE CALENDAR AND NEW TEAMS FOR 2012 LAMBORGHINI BLANCPAIN SUPER TROFEO

New 2 year agreement with Eurosport for TV Coverage

Lamborghini Super Trofeo race cars will head to Monza for the season opener

2012 SEASON

Blancpain and Lamborghini have confirmed the continuation in Europe of the Lamborghini Blancpain Super Trofeo for the 2012 and 2013 seasons. The one-make racing series visits circuits across Europe including the challenging Paul Ricard in France and Spa Francorchamps in Belgium, as drivers compete at the wheel of 570hp V10 Lamborghini Super Trofeo race cars.

The 2012 series kicks off at the renowned Italian circuit of Monza, Italy at the season opener on the 14th/15th April.

Additionally Lamborghini and Blancpain have announced the launch of a new series of competitions in Asia for 2012. The Asian championship Lamborghini Blancpain Super Trofeo will debut in Sepang, Malaysia, in May 2012 and will continue with five other weekends of racing in Japan, China and Taiwan.

Swiss luxury brand, Blancpain, the oldest watch manufacturer in the world, continues its sponsorship in Europe and extends this to Asia. Blancpain has sponsored the competition since its inception in 2009.

Stephan Winkelmann, President and CEO of Automobili Lamborghini said: "We are delighted to start a new season of the Super Trofeo and are honoured to continue our collaboration with Blancpain. The Super Trofeo has had a remarkable rise since its launch in 2008, drawing more and more teams, drivers and VIP guests from all over Europe. We are also very excited to bring the competition to Asia, where excitement around the series at both public and participant level is already building."

Marc Hayek, CEO of Blancpain added: "The Super Trofeo is a perfect opportunity for a collaboration between two international brands, who share the same values of innovation and luxury. Asia is an extremely important market for Blancpain, as it is for Lamborghini, and we look forward to further expanding our operations there."



AUTOMOBILI LAMBORGHINI SPA
R&D MOTORSPORT ACTIVITIES
Lamborghini Blancpain
Super Trofeo
Via Modena, 12 - I-40019
Sant'Agata Bolognese Italy
Mobile: +39 346 84 02 971
T: +39 051 959 2005
F: +39 051 6817717

Press Office - SRO
Caroline Shapiro
phone number: 0044 7545099323
media@supertrofeo.com

Automobili Lamborghini S.p.A.
Communications and External Relations
Director
Raffaello Porro
phone number: +39 051 6817848
raffaello.porro@lamborghini.com

Press Office - Italy and Southern Europe
Clara Magnanini
phone number: +39 051 6817653
clara.magnanini@lamborghini.com

Press Office - Northern Europe
Gerald Kahilke
phone number: +39 051 6817 757
gerald.kahilke@lamborghini.com

Press Office - UK and Middle East
Juliet Jarvis
phone number: 0044 7733224774
juliet@jjc.uk.com

CALENDAR 2012

The European calendar is matched to the European Championship and Blancpain Endurance Series:

- Event 1: April 14 to 15 Monza, Italy
- Event 2: June 2 to 3 Silverstone, UK
- Event 3: June 30 to July 1 HTTT Paul Ricard, France
- Event 4: July 26 to 28 Spa-Francorchamps, Belgium
- Event 5: September 22 to 23 Nürburgring, Germany
- Event 6: October 13 to 14 Navarra, Spain

The schedule for the inaugural Asia Series will take place as follows:

- Official test: April 28 to 29 Sepang, Malaysia
- Event 1: May 26 to 27 Sepang, Malaysia
- Event 2: July 14 to 15 Fuji, Japan
- Event 3: August 18 to 19 Ordos, China
- Event 4: September 15 to 16 Zhuhai, China
- Event 5: Oct. 6 to 7 Pan Bay, Taiwan
- Event 6: November 10 to 11 Shanghai, China

NEW DRIVERS CATEGORIES AND NEW RACE FORMAT

Changes for the 2012 season allow only gentleman drivers (Rookies, Bronze and Silver level), within the classification to participate in the championship, competing individually or with a co-pilot.

In order to offer greater familiarity with the circuits, the new race format allows gentlemen drivers to spend more time on the track at the wheel of the Lamborghini Gallardo Super Trofeo. The race weekend will be divided into two practice sessions of 60 minutes, (in past seasons only 1 session of 50 minutes was provided) together with a session of 40 minutes for qualifying (previously only 30 minutes) and two races of 50 minutes each, (previously 3 races of 40 minutes). A similar format is also being implemented in Asia, with slight modifications in accordance with local needs.

The technical specifications of the Super Trofeo race car will be the same for both Europe and Asia. Although a tyre change is not allowed in the Lamborghini Blancpain Super Trofeo competition, the car will be equipped with Monodado wheels, to enable the fastest pit stop possible during the endurance races for the team who intends to differentiate their entry in other championship events where the Gallardo Super Trofeo is accepted.

Improved cost management over the past season has led to a better entry package this year. The entry fee of €25,000 to €30,000 +VAT includes the cost of supplying three sets of tyres per race weekend. In recent seasons the costs of providing these were not included and this will ensure a considerable reduction of operating costs for the teams.





"We are pleased to announce the evolution of our series for the 2012 season," said Maurizio Reggiani, Director Research and Development and Head of Motorsport of Automobili Lamborghini. "We confirmed these changes in the series after detailed consultation with our teams and drivers and after analysis of potential competitors. The Lamborghini Blancpain Super Trofeo is the ideal platform for amateur drivers and will ensure exciting races for next season."

TV COVERAGE

Lamborghini has invested in televised coverage of the series since last season and considers this increased visibility as vitally important.

In 2011 an agreement was signed with Class Italian TV, who produced live broadcasts during each weekend of racing.

With a view to expanding this visibility on a much larger European scale, Lamborghini has signed a two-year agreement with the prestigious pan-European broadcaster Eurosport for 2012-2013. This agreement allows the series to reach all 59 European countries, including Italy, covered by Eurosport, with its reach of 129 million households.

A 1 minute teaser shown on the Sunday of each race weekend on "Motorsports Weekend" magazine on Eurosport, followed by a 26-minute summary, highlights and interviews aired on the following Tuesday evening, also on Eurosport. Repeat is shown on Eurosport 2 within the week after the race weekend. All the coverage broadcast on Eurosport will be on-air in simulcast on Eurosport HD and will be streamed on Eurosport Player, the web-tv available to subscribers on PC and on iPhone and iPad devices through the dedicated applications.

The event coverage will be promoted on-air on Eurosport channels with a 30 seconds spots campaign and online with a display advertising campaign on Eurosport network of websites, Europe's n°1 online sports destination.

Lamborghini considers this a highly strategic agreement with the aim of further strengthening the visibility of the series in Europe.

NEW TEAMS

The number of cars on the grid is expected to increase to over 15. New teams from Great Britain (except for the race in Monza), Germany and France will enrich the number of cars lined up in what promises to be an exciting season of the Lamborghini Blancpain Super Trofeo series.

At every race, VIP cars featuring the official Lamborghini red livery will allow journalists and famous drivers to take turns driving with Lamborghini test drivers who include both Giorgio Sanna, champion of last season's GT Cup, Italian, and Mario Fasanetto.



TEAMS CONFIRMED

Bonaldi	2 cars
Autovitesse Garage Affolter	2 cars
Autocarrozzeria Imperiale	4 cars
Gravity-Charouz	4 cars
Mik Corse	1 car
Lamborghini Paris-Ouest	1 car
Team from UK	1 car
Team from Germany	1 car
VIP-Lamborghini Super Trofeo	1 car

IDEAL PLATFORM FOR HOSPITALITY

The Lamborghini Blancpain Super Trofeo race weekends are an ideal platform for customers and fans to experience the excitement and innovation of the brand.

This season, Lamborghini guests can continue to live and breathe the experience by participating in an exciting weekend. The Lamborghini Blancpain Super Trofeo Village provides the ultimate venue where they can admire one of the latest models of the road car; configure your Lamborghini using the driver's car configurator or improvise the thrill of driving a Lamborghini Super Trofeo using the driving simulator, on the side of which the main sponsor Blancpain will display watches in its dedicated corner, where the guests can discover the 2012 Blancpain details and the different Blancpain collections. A watchmaker will be working on a bench showing the movements in detail and explaining the universe of Haute Horlogerie. There is also a store where guests can purchase items from the Collezione Automobili Lamborghini.

2012 also offers customers the ability to further enjoy driving their Lamborghini through specialized sessions on the track during the race weekends at Monza and Nürburgring.

THE ASIAN SERIES

Lamborghini have announced the launch of a new series of competitions in Asia for 2012. 18 cars have been confirmed. The series consists of 6 races + 1 official Test with 2 drivers sharing one team. The race format consists of a 35 minute qualifier on the Saturday and two races of 50 min each on the Sunday with a change of driver. 9 Teams have been confirmed from Japan, Taiwan, Singapore, Malaysia, and Hong Kong with a further 9 Teams from China.

The Asian Super Trofeo Series will take place alongside other major racing events throughout Asia such as Formula Nippon in Japan, and Audi Pandelta Race in Zhuhai, China culminating in a big season finale in Shanghai in November with a Group final (Lamborghini ST, Audi R8 LMS Cup, VW Scirocco Cup Asia and Porsche Cup Asia).



BLANCPAIN
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THE PARTNERS

Lamborghini will again partner with luxury Swiss watchmaker Blancpain, who is the series' title sponsor, creating a perfect partnership between two prestigious and highly-innovative brands.

Pirelli, one of the world's largest tyre manufacturers and sole OEM supplier to Automobili Lamborghini, partners the Lamborghini Blancpain Super Trofeo series. Pirelli, who have a successful motorsport heritage across rally, sports cars and Formula One, will be for the third season a strategic partner to the series. With a history built on high performance tyres, Pirelli is a world leader in both original equipment and the aftermarket, with 24 factories in 12 countries around the world.

For more information visit the Lamborghini Blancpain Super Trofeo website www.supertrofeo.com.

For high-resolution images and further media enquiries please contact the media team on media@supertrofeo.com



PIRELLI