



Collezione Automobili Lamborghini Spring Summer 2013

Sant'Agata Bolognese, 14 February 2013. In Automobili Lamborghini's 50th Anniversary year, its fashion collection perfectly interprets the spirit of the brand summed up by the motto: "A hundred years of innovation in half the time".

The must haves

The real innovation this season is the Automobili Lamborghini branded women's and men's footwear.

When driving a Lamborghini super sports car, the journey is not just a transfer from point A to B, but rather an experience in itself, to be savored in every detail. Now, even the point of contact between the driver and the vehicle is Lamborghini branded. The range of sneakers are made of leather and fabric.

Like all Collezione Automobili Lamborghini products, this footwear is distinguished by its clean lines, attention to detail, comfort, and the extremely high-quality materials used.

The Collection

The range includes T-shirts, polo shirts, sweatshirts, trousers, light nylon bomber jackets, down vest jackets and even men's shirts that can be worn by women as tunics! Belts, ties and fingerless gloves in perforated soft Napa leather enrich the choice of accessories.

Reinforcing the link between the Lamborghini Collection and the cars, design elements inspired by the vehicles themselves have been incorporated, like the hexagon or the Y-shape of the Aventador rear light clusters. One of the Collection's leitmotifs is Italian style, expressed this season through the use of the Italian flag colors: the tricolor has been applied to the sleeves of the T-shirts and sweatshirts, embroidered on the cuffs of the shirts and back pockets of the trousers, and the undercollar of the "Serie Speciale Tricolore" polo shirt is red, white and green.

The items from the Children's Collection have been completely inspired by the lines of the women's and men's range, re-tailored to fit.

The line of rucksacks, messenger bags, tablet and smartphone cases, manufactured entirely in Italy in collaboration with O-Range, has been "lightened" for the warmer months in a canvas and outer/light polyurethane inner version alongside the lined neoprene version. The laser technique patented by O-Range for cutting and logos eliminates the need for stitching.

Concluding this season's collection are bags and accessories in carbon fiber; multiwrap bracelets in the same leather used for Lamborghini upholstery; the exclusive Automobili Lamborghini bracelets by Albanu; and the Automobili Lamborghini pens by Omas.

The Spring Summer 2013 lifestyle catalogue presents the mood of the collection through evocative images shot in Monte Carlo.

Automobili Lamborghini S.p.A.

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Colors

The classic colors present in all collections (black, navy blue, gray) are joined by seasonal colors - Foliage Green and Geranium - in soft, powdery tones, and large Lamborghini graphics for the T-shirts. The accessories from the O-Range partnership are offered in a Camouflage version for the first time, as well as the existing solid shades.

Materials

The clothing range is, as always, made from natural materials: the Spring Summer 2013 collection adds the use of denim to cotton and linen. The materials used in the line of accessories, on the other hand, are technical and cutting edge: for example neoprene, carbon fiber and polyurethane.

Seasonal news

Only for 2013, many items in the collection will be adorned with the 50th Anniversary logo, characterized by sharp, clean lines taken from the distinctive design language of Lamborghini's super sports cars. The company's 50 years will also be celebrated by embroidering 1963-2013 on polo shirts and sweatshirts.

The sweatpants with Automobili Lamborghini written vertically on them, ideal for leisure time, are a new offering this season, as is the fine-weave, garment-dyed cotton knitwear.

Where

Collezione Automobili Lamborghini is available online at www.lamborghini.com, at Lamborghini dealers, in the Sant'Agata Bolognese store, and from brand resellers around the world.

Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy, where it manufactures some of the world's most coveted super sports cars. With the introduction of the Aventador LP 700-4 Roadster in 2013 and the debut of the Urus concept SUV at the Beijing International Automobile Exhibition in 2012, Lamborghini has established yet another landmark in the history of luxury super sports cars. And with more than 120 dealerships worldwide, Automobili Lamborghini has successfully created an uninterrupted series of extreme, exclusive super sports cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, Reventón Coupé, Reventón Roadster, Gallardo LP 560-4 Coupé and Spyder, and the Gallardo LP 570-4 Superleggera and the open-top LP 570-4 Spyder Performante.

For more photos, please visit:

www.lamborghini.com/press

www.thenewsmarket.com/lamborghini

For more information on Lamborghini's 50th Anniversary, visit the website:

www.lamborghini50.com

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www.lamborghini.com