



Press Release

***Collezione Automobili Lamborghini
The new ONLINE STORE
www.lamborghinistore.com***

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www.lamborghini.com/press

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Sant'Agata Bolognese, 2nd April 2013. The Collezione Automobili Lamborghini website, where fans of the brand can buy items from the collection, has been given a completely new look in the year that Lamborghini celebrates its 50th anniversary. Customers who sign up before 12 April will receive a special welcome gift: 10% off the total amount of their first order.

The new Collezione Automobili Lamborghini online store www.lamborghinistore.com is making its debut today and can also be accessed via the corporate website www.lamborghini.com by clicking the link to the Online Store.

The site's style is essentially Lamborghini and finding your way around is intuitive; what's more, it's fully accessible from both desktop computers and mobile devices.

The new fashion collection for spring and summer 2013 is on sale, as well as the regular products in the Fashion, Accessories, Racing, Collectables, Toys, Home and Office lines.

Deciding what to buy is now even more fun thanks to the addition of advanced features, like the option to zoom in on a detail or play around with the colors available or to share your choice with friends via social networks.

You can pay via any of the main electronic payment methods; transactions are protected against fraud by the very latest security protocols.

When customers register on the new Online Store, they can also sign up to receive the Collezione Automobili Lamborghini newsletter with details of what's new and special offers.

Where

Collezione Automobili Lamborghini is available online at www.lamborghinistore.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, the open-top LP 570-4 Spyder Performante and the Aventador LP 700-4.

For more information on Automobili Lamborghini, please visit:

www.lamborghini.com

For more photos, please visit:

<http://www.lamborghini.com/press>

For more videos, please visit:

<http://www.thenewsmarket.com/lamborghini>

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

www.lamborghini50.com