



## Press Release

### Lamborghini's 50th Anniversary: "100 Years of Innovation in half the time" Automobili Lamborghini at the 2013 Techno Classica in Essen

Automobili Lamborghini S.p.A.

**Sant'Agata Bolognese/Essen, 10 April 2013.** In 2013, the 50th year since it was founded, Automobili Lamborghini is participating in the annual Techno Classica fair at Essen, where Lamborghini will be showing two of its supercars that have made automotive history, at pavilion 7.

Director of Communications and External Relations

Raffaello Porro

[raffaello.porro@lamborghini.com](mailto:raffaello.porro@lamborghini.com)

Introduced in 1964, the 350 GT was the first mass-produced Lamborghini, while the 1972 P 400 Miura SV was the final evolution of the legendary Miura - the first super sports car with a modern design. Both vehicles on display were taken from the extensive collection of historic cars in the Lamborghini Museum at the company's headquarters in Sant'Agata Bolognese, Italy.

Press Office - Italy and Southern Europe

Clara Magnanini

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

An expert on replacement parts for classic cars will also be at the stand to provide information on original spare parts for early Lamborghini models.

Press Office - Northern Europe

Gerald Kahlke

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

#### The Lamborghini 350 GT

Characterized by its balanced lines and developed by Franco Scaglione from prototypes of the 350 GTV, the 1964 350 GT was the first Lamborghini to be mass-produced. With its 3.5 liter, 12 cylinder engine perfected by engineer Giotto Bizzarrini and rated at 280 hp, it could reach a maximum speed of 250 km/h. The vehicle body featured aluminum components, four-wheel independent suspension and disc brakes on all four wheels. And, some models were equipped with a self-locking differential. By the end of 1966, 120 of these remarkable vehicles had been produced at Carrozzeria Touring. The final versions featured a 4 liter engine with the same power as the 3.5 liter power plant, but with greater torque. Carrozzeria Touring also produced two Spyders (350 GTS).

Press Office - UK and Middle East

Juliet Jarvis

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Press Office - North and South America

Kevin Fisher

[kevin.fisher@centigrade.com](mailto:kevin.fisher@centigrade.com)

Events

Rita Passerini

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

#### The Lamborghini Miura P 400 SV

Steady demand for the Miura S prompted Lamborghini to introduce a more advanced version called the SV (Super Veloce). This occurred during development of the subsequent, revolutionary model called the Countach LP 500, which made its worldwide debut in the spring of 1971. The Miura P 400 SV was equipped with a 4 liter, 385 HP V12 engine and attained a maximum speed of over 290 kmh.

Via Modena, 12

40019 Sant'Agata Bolognese

Phone +39 051-6817716

Fax +39 051-6817737

[www.lamborghini.com/press](http://www.lamborghini.com/press)

[www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini)



Although it lacked the signature “eyebrows” over the headlamps, the SV stood out for its new rear suspension, wider track and more powerful engine. And unlike previous models, it was equipped with separate lubrication. The last Miura produced in January 1973 was purchased by a famous Italian industrialist. 150 of these remarkable cars were built from 1971 to 1972.

### **Original Lamborghini Replacement Parts**

Preserving the models produced over the fifty-year history of Automobili Lamborghini is in the interests not only of Lamborghini itself, but also of the world’s countless keen collectors of the marque. Authorized Lamborghini Workshops specialize in servicing classic Lamborghinis. A web portal that can be entered from any point in the world provides access to catalogues of every Lamborghini model and enables the desired spare part to be conveniently ordered. If a special component is not available, it can be produced right away from the original blueprints. An expert in the sector of replacement parts will be at the Lamborghini stand at Techno Classica to answer questions about obtaining original parts for classic Lamborghinis.

### **Lamborghini's 50th Anniversary**

In 2013, Automobili Lamborghini is celebrating the 50th anniversary of its founding with a series of international events involving customers, dealers and fans of the marque. The festivities will hit their high point with the “Lamborghini 50<sup>th</sup> Anniversary Grande Giro”.

On May 7-11, 2013, more than 300 Lamborghinis from every period in the company's history will travel 1200 kilometers along the Italian peninsula. On the first leg, Lamborghini owners from 29 countries will journey from Milan to Forte dei Marmi. Next, they will continue on to Rome, and finally return to Bologna on May 10. On May 11, a *Concours d'Elegance* will be held in Piazza Maggiore in Bologna, and all participants will then parade to Sant'Agata Bolognese, where Lamborghini 50<sup>th</sup> celebrations will culminate in a festive gala dinner.



## **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](http://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](http://www.lamborghini50.com)