



Press Release

Automobili Lamborghini S.p.A.

First Stage of the Lamborghini 50th Anniversary Grand Tour: leaving this morning from Milan, the convoy has reached Forte dei Marmi, the most exclusive and fashionable resort on Italy's Tyrrhenian coast

Communications and External Relations Director

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Forte dei Marmi/S. Agata Bolognese, 8th May 2013 - This morning, at 9 a.m. on the dot, the 350 vehicles taking part in the Lamborghini Grand Tour started their engines and set off towards Forte dei Marmi. Leaving the *parc fermè* in Milan, capital of Italian design, fashion, and finance and starting point of the Grand Tour behind them, the roaring supercars from the House of the Raging Bull set off towards Forte dei Marmi, one of the most exclusive and fashionable resorts on the Tyrrhenian coast and birthplace of the Italian bourgeoisie's luxury vacations of the 1960s.

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The convoy covered 270 km, taking in the breathtaking scenery of the Aveto Natural Regional Park and the Trebbia River valley, described by Hemingway as one of the most beautiful in the world, stopping for lunch at the Saint Columbanus Monastery in Bobbio. On reaching their destination, the Lamborghini cavalcade parked up in Forte dei Marmi's "living room" - Piazza Marconi, right in the center of town - to the surprise and admiring glances of residents and holidaymakers who are usually no strangers to seeing powerful cars driving through.

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This evening, the club Capannina di Franceschi, meeting place for bon vivants from Italy and around the world, will open its doors to the 700 participants of the Grand Tour, letting them relive the atmosphere of the clamorous Italian 1960s.

Events

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For more images and videos, visit the websites:

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For further information on the 50th Anniversary celebration, please visit our website:

www.lamborghini50.com

For further information on Automobili Lamborghini, please visit our website:

www.lamborghini.com

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