



Rupert Stadler
Chairman of the Board of Management of AUDI AG

50th jubilee of Lamborghini
Sant'Agata Bolognese, 11. May 2013

– Check against delivery –

Ladies and Gentlemen!

On behalf of the Audi people and my Board of Management colleagues: Welcome to this gala evening! And thank you to everyone responsible for the perfect organization of this event. We are delighted to be here in Sant'Agata Bolognese this evening, and to celebrate Lamborghini's 50th jubilee with you.

We are celebrating a brand that for about 15 years has been a subsidiary and also a strong partner of Audi. We are very proud to have Lamborghini on board! Because I am not exaggerating when I say, that without a doubt, a Lamborghini sets its own benchmark! A Lamborghini is the epitome of a super sports car!

I can well remember, when we did the first steps to acquire this new family member from Italy. I was the head of the general staff of Dr. Ferdinand Piëch, who was then the Chairman of the Board of Management of the Volkswagen Group. I experienced close up: how we made contact with Lamborghini for the first time, and discussed supplying engines, how our discussions became more intensive, and how Lamborghini finally became a part of our corporate family. Together with the then CEO of Audi, Franz Josef Paefgen, we signed the contract in London on July 24, 1998.

So overnight, we were represented in the segment of super sports cars. And in the whole Group, Lamborghini is today a brightly shining brand. On this occasion, I like to welcome the Chairman of the Board of Management of Volkswagen AG, Professor Martin Winterkorn!

Audi develops premium automobiles, which inspire customers all over the world with innovative design, advanced technology and power. Lamborghini and Audi support each other and we learn from each other – and that makes us strong!



For more than 50 years, Lamborghini has stood for strong emotions and unlimited passion for automobiles! For 50 years, Lamborghini has been developing fascinating sports cars that make every drive an indescribable and thrilling experience, an experience which is always extremely memorable!

The Lamborghini brand was created by a pioneer, a passionate engineer, a perfectionist. In the year 1963, Ferruccio Lamborghini himself would never have thought, that he was creating a car brand that half a century later would still be as fresh and unique as on the very first day.

First of all, the tractor manufacturer and engineer Lamborghini took his own Ferrari 250 GT apart. He analyzed it and – that’s the decisive point – he improved it. But because he still wasn’t satisfied with that automobile, he simply started his own car brand and developed a new type of sports car. It was of little concern that designer Franco Scaglione’s first draft was of a car body that had too little space for the V12 engine. But that problem was quickly solved.

And the legendary Lamborghini 350 GT was born. The example of Ferruccio Lamborghini shows, what each of us can achieve with dedication and ambition. Only those who have a great vision can change the world! Since then, the bull from Sant’Agata Bolognese has been chasing the cavallino rampante from Maranello – with models that have a unique charisma, with high-performance engines featuring great technical sophistication. In the year 1966, the Miura was the first car to pass the mark of 300 kilometers per hour.

Again and again, Lamborghini has produced shining stars in the sky of automotive dreams: from the Miura to the Countach and from the Diablo to the Murciélago. In the past 15 years, we have built on that heritage at the Audi Group. We have set new standards with new models. We have expanded the worldwide dealer network to more than 120 dealerships in 45 countries. And we have shown that super sports cars and sustainable business policies are not mutually exclusive. Stephan Winkelmann has just been talking about that.

On the product side, we will develop lighter car bodies throughout the Group by increasing the use of carbon fiber. And above all, we are consistently enhancing the efficiency of our engines. When a Lamborghini brand ambassador stands up and says: “We managed 100 years of innovation in half of that time,” those are not empty words. There has been clear evidence of it for a long time now.



And the bull breeding continues: With the Gallardo and Aventador models, we have positioned Lamborghini very well in the new millennium. Orders for the Aventador Coupe and the Roadster already cover the production capacity of the next 15 months. Although the Roadster will only come onto the market this June. Lamborghini sold more than 2,000 automobiles in 2012 – 30 percent more than in the previous year. We increased our unit sales in the two most important markets: in Europe by a third, in the United States by more than half. We achieved revenue growth of 46 percent to 469 million euros.

In Sant'Agata Bolognese, we can celebrate jubilee year with pride. Thanks to the good work of each individual of the 948 employees. Thanks to their innovative spirit, for half a century now! Some of the employees are working here at Lamborghini in the second generation already. They are proud of what their parents achieved in their lives, and want to continue in the same way. In half a century, they have cherished and nurtured the brand. And it is only due to the enthusiasm and loyalty of the Lamborghini workforce, that the brand survived the difficult times of the nineteen-seventies and eighties.

Ladies and gentlemen, with the Veneno, Lamborghini has impressively proven: This brand can do even more. One of just three cars to be produced of this extreme top model has just driven onto the stage. Lamborghini has given itself a superlative birthday present. the fastest Lamborghini of all time the most exclusive equipment and the world's most expensive car. I well remember the looks of fascination of the visitors to the Geneva Motor Show in March: Such a unique top performance is what the world expects of a Lamborghini! At the Shanghai Auto Show, Lamborghini presented the jubilee model of the Aventador – another highlight with exceptional technology. Newly designed and with an optimized drag coefficient, the super sports car with 720 horsepower reaches a top speed of 350 kilometers per hour.

And just a few weeks ago, we confirmed the news that the automotive world had been waiting for: In the year 2017, we will start the third model range: the Urus. So in the future, Lamborghini will continue to stand for exclusivity, uncompromising aerodynamics and sporty driving.

Ferruccio Lamborghini would now be 97 years old. The cavaliere del lavoro was a great visionary, with profound technical know-how. He originally wanted to share his knowledge with Ferrari. And it's one of the significant mistakes of Enzo Ferrari, that he didn't recognize that potential. We have



to be grateful to Ferrari for that. So Ferrari was partly responsible for the birth of the Lamborghini brand. A producer of super sports cars, – for half a century now – with impressive cutting-edge technology, And which will continue to make life difficult for the competition.

Ladies and gentlemen, all of Italy is celebrating with us today. In Bologna alone, 150 restaurants have changed their menus and are offering special meals. That shows how important the Lamborghini brand is to this country. On our menu this evening, another highlight on four wheels awaits you. So look forward to a nice surprise. I wish all of us a pleasant and unforgettable evening.

– End –

Contact:

Communication Corporate – Juergen De Graeve

Tel. +49-841-89-34084