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50th Anniversary of Lamborghini

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Ladies and gentlemen !

Our theme for our 50th anniversary celebrations is '*100 years of innovation in half the time*'. What does this mean to us?

50 years of extraordinary Italian sports cars, made in Sant'Agata Bolognese. For Lamborghini this means half a century of innovation and the evolution of a brand that has always been able to surprise and fascinate the world with sports cars, characterized by extreme performance, by cutting edge design, by Italian craftsmanship. Extraordinary sports cars that represent a dream.

The owners and guests who joined us during the last five days during our Grande Giro Lamborghini 50th Anniversario can surely confirm, that these words are not just an empty shell. For me personally this tour, the biggest reunion of Lamborghini enthusiasts - you and your cars - has been a highly emotional experience and the confirmation that Lamborghini is really something very special, which you could also see from the reaction of the public.

The perception of Lamborghini is something unreal, a dream, a story, a myth.

A myth is built over time. But, the myth is an essential element, but it is not sufficient for a brand like ours.

We must also add the substance of quality, tradition, our roots: craftsmanship and innovation are keywords. And last but not least, we add in the people who created the history of Lamborghini and the respect we must give these people.

I am particularly proud that we have with us tonight several former Lamborghini colleagues who helped to create this myth: engineer Gian Paolo Dallara, engineer Mauro Forghieri, engineer Paolo Stanzani, designer Marcello Gandini and Commercial Director Ubaldo Sgarzi. Also test driver Valentino Balboni, Ferruccio's nephew Fabio Lamborghini, designer Walter de Silva, designer Luc Donckerwolke and Dr. Franz Josef Paefgen. Thank you for being here!

Looking back at Lamborghini's origins, a company that has been born out of a challenge in 1963, there is something special that created today's legend, a dream that unifies all of us. Ferruccio Lamborghini was a restless man and he was looking for the best. He was never satisfied with the status quo and in particular, as a car enthusiast with a deep technical background, he knew that there was room for improvement, something of a higher quality than the existing sports cars. He had a dream, but he was not a dreamer.

A little story: on the way from Castelfranco to Sant'Agata there is a long straight with a slight bend where the Ferrari and Maserati test drivers of those days had to slow down their cars from full speed testing.

One day Ferruccio stopped right there, got out of his car and went to the middle of the field. He walked up and down for a while, and then he decided: "We will build the factory here."

From that day onwards the other test drivers had to brake hard.

He realised his first model, the 350 GTV, in an exceptionally short time. This car was presented at the Salone dell'Auto di Torino in 1963, without an engine, simply because there was no time left to put it in the car before the motor show.

Then, only three years after the foundation of his company, Ferruccio created one of the most iconic sports cars of all times, the Lamborghini Miura. The engine of this car was a

transversally mid mounted 12 cylinder engine. At that time our neighbour not far from here was still convinced that the horses 'pull' the carriage, instead of pushing it. So the Miura became the first super sports car of today's imprint.

The Countach from 1974 was an exceptionally futuristic super sports car with a revolutionary wedge shape design and the characteristic scissor doors: the dream of every little boy in the 1970s and 80s. The Murcielago from 2001 was the ultimate 12 cylinder sportscar of the new era with Audi and the Volkswagen Group.

Today we are a company based on a two-model-strategy. The Gallardo with its ten cylinder engine is the most successful model in Lamborghini's history. The Aventador, our new 12 cylinder model is the best car we have ever made.

And there is more to come.

The Lamborghini Urus presented last year in Beijing is our proposal for a super sports utility vehicle and for a potential third model line.

Another pillar of today's strategy is the creation of so called 'one-offs'.

Why are we doing this? To do something we really dream of, not to care about existing rules and conventions once in a while. From time to time just to be the BAD BOY!

The Veneno that you see here on stage is the latest tangible proof of this expression of freedom. It features a 6.5 liter V12 engine with 750 horsepower and has a power-to-weight ratio of just 1,93 kg/hp. It can accelerate from 0 to 100 km/h in just 2.8 seconds and has a top speed of 355 km/h. It is an homage to our 50th anniversary and will be produced this year in only three units: all sold.

Today Lamborghini presents itself in perfect shape, not only from a product perspective. Our activities transverse all areas of automobile manufacturing. Although we are a relatively small company we act with a 360 degree outlook in the automotive business.

Of course this includes Research and Development, Production, Marketing and Sales. But all these functions in Lamborghini are managed with a high attention to quality and to our unique competencies. First, you witness our development of naturally aspirated, high performance engines. Secondly, you see our extraordinary design - factory visitors today

had the opportunity to gain an impression of our Centro Stile. Thirdly, look at our unique lightweight expertise, put in place in our carbon fiber facility where the innovative monocoque and the complete body-in-white of the Aventador is developed and produced.

So, what better place to demonstrate the success of these unique competencies than the racetrack? For this reason we founded Squadra Corse.

Our new Lamborghini Motorsport division provides an integrated approach to all our driving experiences, especially those on the race track. This year sees the biggest commitment to motorsport in our history.

After 15 years of growth with Audi and Volkswagen Lamborghini is also a company with a vision. This vision makes us aware that there is not only a strong brand and beautiful cars for a few. We feel the need to look beyond. I refer to our responsibility.

Let me distinguish two different aspects of responsibility. The first refers to responsibility in a narrow sense that assures the continuity of our business and our future here in Sant'Agata Bolognese. This includes, primarily, the ongoing creation of dream cars, the continuous growth and the future of our company. The investments in R&D in the last five years represent more than 20% of our revenues.

Then of course there are our people. In the last fifteen years the number of our employees increased from 400 to more than 1000 employees. Our relations with trade unions, developed over time, in these days are based on cooperation and dialogue.

Here we see the transition to a second aspect of our responsibility, which is meant in a larger sense. We are a company that is devoted to ethical responsibility. We want to meet the needs of the present without compromising the ability of future generations to meet their own needs.

As a result of this mindset we actively support the society around us and the Institutions: schools, for example, as well as social and cultural centers in Emilia-Romagna. In May last year our homeland was struck by a devastating sequence of earthquakes. Thus, the donation of 10% of all revenues connected to the 50th anniversary events and all proceeds from the auction in the Centro Stile this afternoon are donated to such institutions.

Environmental projects include a large photovoltaic plant which allows us to reduce the factory's CO₂ emissions significantly and to become CO₂-neutral in production by 2015.

So, what is next? Business as usual? The world has changed. And Lamborghini?

Of course there are challenges in the future, especially in our segment, such as increasing competition in the sports car world, globally stricter CO₂ regulations or heavy customs duties in several markets. But, Lamborghini has always been and will always be the subject of dreams. Lamborghini represents a kind of healthy craziness, looking ahead and rejecting any kind of compromise.

Lamborghini's history is a story that has been renewed during the last fifty years. It is a story of progress in breath taking speed: '100 years of innovation in half the time'. It's a story that continues with the same spirit in the present and with ambitious plans for the future.

Lamborghini is prepared for this future, because the future belongs to those who believe in the beauty of their own dreams. We perfectly know that the conservation and future development of this treasure is a great honour for us and we see this as our commitment towards you.

To my first level management, I would like to thank all of you, for your continuous contribution to the realisation of Ferruccio's dream: the perfection of our super sports cars, which are appreciated all over the world.

A big thanks to Lamborghini collectors and our friends, to the Lamborghini Clubs represented by their respective club presidents on this memorable evening, to our fans and to the media, who follow our activities with high attention.

Thank you to our staff. Another big thank you to our partners and sponsors and to the public authorities, who helped to make this event happen.

My last words of gratitude go to our shareholders, they believe in us, specifically to Prof. Martin Winterkorn and to Prof. Rupert Stadler."

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