



Press Release

Automobili Lamborghini launches exclusive museum indoor view on Google Maps

Automobili Lamborghini S.p.A.

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Sant'Agata Bolognese, October 9th, 2013 – Automobili Lamborghini has become the first Italian company in the luxury automotive industry to launch an indoor view of its exclusive museum. This innovative feature derived from Google's street view technology allows visitors to navigate through the two-story structure located in Sant'Agata Bolognese and explore the exotic collection of classic and modern super sports cars.

Thanks to this advanced technology, web users from across the globe can now experience a 360° panoramic view of Lamborghini's select assortment of iconic supercars which have been a symbol of Made in Italy since 1963. Spread across two floors covering 1.500 square meters, the museum's collection includes a selection of world famed production series such as the Miura, Countach, Diablo and Murciélago accompanied by extraordinary prototypes, limited editions, one-off models, racing cars and marine engines. Unique scale models of original styling taken from Lamborghini's Centro Stile can also be found on display along with some of the legendary V12 powertrains.

The virtual experience includes a distinct feature which allows visitors to access an interior view of a select few models and offers the rare opportunity to see the Reventòn -limited series of only 20 units- Estoque and Sesto Elemento which are exclusive to Lamborghini's museum.

The virtual tour of Lamborghini's museum is available on PC, tablet and mobile via Browser and the Google Map App. The App software is supported by both iOS and Android operating systems.



To experience a virtual tour of Lamborghini's museum, please click

Google Maps

<http://lam.bo/peeic>

Google Local

<http://lam.bo/peeNT>

For more information on visiting Lamborghini's museum and for the chance to witness firsthand the birth place of Lamborghini's current model line-up, please visit

<http://www.lamborghini.com/en/museum/overview/>

Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Squadra Corse, presented at the recent Frankfurt motor show, is dedicated to the new Squadra Corse motorsports department. It is the most high-performance street-legal Gallardo ever produced and celebrates the most successful model in the history of Lamborghini. With the introduction of the Aventador LP 700-4 Roadster in 2013, joining the coupé presented in 2011, Lamborghini established yet another landmark in an uninterrupted series of extraordinary, exclusive super sports cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series like the Reventón, Sesto Elemento, Aventador J and Veneno. The Veneno, created to celebrate 50 years of Lamborghini in 2013, was produced in only three units and sold at the record price of 3 Million euro.

For more photos and videos, please visit:

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

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For more information on Automobili Lamborghini, please visit:

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