



Press Release

Automobili Lamborghini at the Auto China 2014 in Beijing

- **Asian Debut of the Lamborghini Huracán LP 610-4**
- **World premiere of the Lamborghini Aventador LP 700-4 in the special Ad Personam configuration Nazionale**
- **Lamborghini Blancpain Super Trofeo in Asia is going to enter in its 3rd successful season**

Sant'Agata Bolognese, 19 April 2014 - A roaring success at the Geneva Motor Show, the Lamborghini Huracán LP 610-4 is making its highly anticipated Asia debut at the Auto China 2014 in Beijing. As the heir to the most successful Lamborghini ever, the Gallardo, the Huracán is expected to make waves in the supercar realm due to its unmatched performance, technical innovation, and styling. In an exclusive Technology Workshop about this model, held before the Beijing Auto Show, Lamborghini presented the instinctive technologies of the innovative super sports car to Chinese media, and unveiled the secrets of the brand's new legend.

At the Auto China 2014 in Beijing Automobili Lamborghini is also going to present its 12 Cylinder Model, the Aventador LP 700-4, in a highly exclusive and appealing configuration called Nazionale, realized by Lamborghini Ad Personam, the personalization program that allows clients to create their own made-to-order Lamborghini.

Stephan Winkelmann, President and CEO of Automobili Lamborghini said: *"For Lamborghini China is a very important market. We entered China in 2005 and for us today in terms of sales China represents the second largest market in the world."*

Today we are glad to present to the Asian public the new Lamborghini Huracán LP 610-4 that made its debut earlier this year at the Geneva Motor Show and proved to be a great success. We already collected more than 1.500 orders in the first few months.

Automobili Lamborghini S.p.A.

Communications Director

Raffaello Porro

raffaello.porro@lamborghini.com

Press Office - Italy and Southern Europe

Clara Magnanini

Phone number +39 051 6817711

clara.magnanini@lamborghini.com

Press Office - Northern Europe

Gerald Kahlke

Phone number +39 051 6817711

gerald.kahlke@lamborghini.com

Press Office - Squadra Corse

Chiara Sandoni

Phone number +39 051 6817711

chiara.sandoni@lamborghini.com

Press Office - Events

Rita Passerini

Phone number +39 051 6817711

rita.passerini@lamborghini.com

Press Office - UK and Middle East

Juliet Jarvis

Phone number +44 (0)1933 577077

juliet@jic.uk.com

Press Office - North and South America

Kevin Fisher

Phone number +1-323-556-8853

kevin.fisher@centigrade.com

Press Office - China

Na Liu

Phone number +86-10-65314076

na.liu@lamborghini.com

Press Office - Japan and Korea

Rika Iimure

Phone number +81-(0)3-5475-6626

rika.iimure@lamborghini.com

Press Office - SEA and Pacific

Michelle Yow

Phone number +65 6690 9218

michelle.yow@lamborghini.com



2013 has been another successful year for Lamborghini, marked by an all-time high in V12 sales with a record of 1.001 Lamborghini Aventador delivered worldwide.

Our latest creation of the Aventador LP 700-4 in the Ad Personam configuration "Nazionale" is presented here in Beijing as a World Premiere.

And last but not least our successful one make race series Lamborghini Blancpain Super Trofeo in Asia is going to enter in its 3rd successful season."

The Aventador in the special Ad Personam configuration Nazionale is offered as coupé version with a dedicated color and trim composed by light exterior colors in combination with the Italian flag and a particular Ad Personam trim in the interior. The car presented in Beijing features the light and glittered exterior color Bianco Opalis which is emphasizing the sharp, dynamic lines of the Aventador, while simultaneously enhancing its sportiness and adding a touch of elegance to an extremely prestigious model in the field of automotive design.

As the name Nazionale implies, this model underlines the Italian character of the Lamborghini brand and features a painted Italian flag livery, running as a stripe from the front bonnet over the roof and parts of the engine bonnet to the rear wing. In the interior, the Italian flag continuous as a leather stripe on the central part of the roof and the rear bench.

The interior is characterized by a highly exclusive Ad Personam configuration combining the two contrast colors Nero Ade and Blu Cepheus. The seats feature Q-citura stitching and a small Italian flag embroidered on their upper part. An embroidered Ad Personam logo on the upper door panel insert, the branding package and extended stitching also on the steering wheel underline the exclusive character of the interior.

Full carbon fiber exterior and interior parts as presented on the car in exhibition in Beijing bring the aesthetical appearance of the Nazionale close to perfection.



Further standard equipment for this model are the transparent engine bonnet, forged Titanium matt rims Dione in 20"/21" and red brake calipers.

Another available color version of the Aventador in the special Ad Personam configuration Nazionale is the combination of the glittered exterior color Blu Pavo with an interior in Nero Ade and Bianco Polar.

The Lamborghini Aventador LP 700-4 in the configuration Nazionale is powered by a 6.5-litre naturally aspirated V12 engine with 700 horsepower, which allows the car to reach a top speed of 350 km/h and an acceleration from 0 to 100 km/h in just 2.9 seconds. This excellent performance combined with its unmistakable design makes the Aventador in the special Ad Personam configuration Nazionale a superb representative of the best Italian car-making tradition and of advanced technology and innovation.