



Press Release

First Time's the Charm: Lamborghini Blancpain Super Trofeo Makes Racing History in Indonesia

June 7th, 2014 - Sentul (Indonesia) - Lamborghini, together with long-term partner Blancpain, today marks the historic first stop in Indonesia for the Lamborghini Blancpain Super Trofeo Asia Series. Local Indonesian audiences could watch the Lamborghini Gallardo racing cars live just two kilometers south of bustling Jakarta.

The bleachers filled early with interested locals, a sure sign of the positive reception of the Lamborghini Blancpain Super Trofeo here in Sentul. Preparations began in the morning and continued into early afternoon with qualifying laps, with the level of excitement gradually rising. Temperatures also continued to rise, cooling only slightly in time for the official start in the afternoon.

As predicted, car #9 took an early lead, but two yellow flags slowed down the pack just after the start. The yellow flags were understandable in light of the technical challenges involved with driving at the Sentul International Circuit. Cristiano Inverni, the Lamborghini Blancpain Super Trofeo Asia Series Coordinator, remarked that the Sentul International Circuit is unique in its short straightaways and tight turns. The afternoon heat added yet another element to the competition as drivers and fans alike battled soaring temperatures for the duration of the 50-minute race.

Neither the psychological challenge of confronting a new environment nor the technical difficulties of the Sentul International Circuit fazed Johnson Yaptonaga, the representative of the local Lamborghini dealer. Yaptonaga was one of many local Indonesian drivers who performed very well in their home country.

Automobili Lamborghini S.p.A.
Squadra Corse
via Modena 12
I- 40019 Sant'Agata Bolognese
T: +39 051 6817711
F: +39 051 6817737

Communications Director
Raffaello Porro
raffaello.porro@lamborghini.com

Squadra Corse Communication
Chiara Sandoni
T: +39 051 6817613
M: +39 348 7460527
chiara.sandoni@lamborghini.com

PR Agency Lamborghini Blancpain Super Trofeo Asia
SPRG Beijing
Tong ZHOU
T: +86 10 85804258 ext.258
tong.zhou@sprg.com.cn
supertrofeo@sprg.com.cn

Blancpain SA
Chemin de l'Etang 6
1094 Paudex - Switzerland
T: +41 21796 3636

Vice President and Head of Marketing
Alain Delamuraz
Alain.delamuraz@blancpain.com

International PR Manager
Laurence Courtois
T: +41 21 796 36 03
Laurence.courtois@blancpain.com

PR Coordinator
Aude Rosati
T: +41 21 793 36 52
M: +41 79 501 43 49
Aude.rosati@blancpain.com





Today's race did not lack for hometown heroes. Indeed, out of the twenty drivers racing today, many were Indonesians. Some of these local drivers were racing for the first time with the Lamborghini Blancpain Super Trofeo. This impressive turnout from the local Lamborghini community only further enhanced the sense of success at the reception of the Lamborghini Blancpain Super Trofeo here in Sentul, Indonesia.

Following through on an initial strong lead, car #9 took first place overall. Car #63, piloted by Ananda Mikola and his partner, an Indonesian team, seized the second place spot for the overall category. The leaderboard was spinning at furious RPMs right off the bat due to quickly changing positions during the first few laps. Car #9, however, pulled away again, seizing yet another victory - the second in a row for that team.

In the AM category, car #12, driven by Toshiyuki Ochiai of Japan led the pack, taking first place in the category. Car #6 - the only team from Monaco - came second, while car #2, also piloted by Indonesians, came in third. The large proportion of Indonesian drivers in this race showed in the leaderboard ranking, with local drivers placing in both AM and overall categories.

Andrea Baldi, Head of Automobili Lamborghini Asia-Pacific, described racing as "the natural playground of the Lamborghini Brand," giving voice to his solid confidence for business development in the APAC Region. The market potential for the luxury Italian super sport car manufacturer and the appeal of the Lamborghini lifestyle were reflected in the firm support from Lamborghini Jakarta. The racing atmosphere showcased today in Sentul was born out of the shared passion and commitment to precision manufacturing of Lamborghini and Blancpain, the oldest timepiece manufacturers in the world. For the luxury watchmaker, the Lamborghini Blancpain Super Trofeo is a platform to express the commitment to excellence shared by both brands.





The exhilarating atmosphere generated by the presence of Lamborghini attracted a number of VIP guests to the Sentul International Circuit today. Mr. Tono Suratman, Chief of Sport & Youth for Indonesia as well as Mr. Nanan Soekarna, Chief of The Automobile Association of Indonesia, both arrived in the afternoon. They witnessed the vibrating power and performance of the Lamborghini Gallardo as well as personally attended the award ceremony.

Now that the Lamborghini-trained gentleman drivers have gotten a feel for the peculiarities of the Sentul International Circuit, tomorrow's race (to be held Sunday, June 8th) should be extremely competitive. Sunday's competition will mark the climax in this historic, first-ever racing weekend at the Sentul International Circuit in Indonesia.





Lamborghini Blancpain Super Trofeo - Asia

2014 Calendar (Please note the new schedule replaces Korea with Zhuhai)

10-11 May	Sepang (MAL)
7-8 June	Sentul (INA)
30-31 August	Fuji (JAP)
20-21 September	Zhuhai (CHN)
18-19 October	Shanghai (CHN)
21-22 November	Sepang (MAL)

WORLD FINAL

21-23 November Sepang (MAL)

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All media enquiries including requests for additional photography should be directed to: asia@supertrofeo.com





Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which has made its world debut at the 2014 Geneva Motor Show is the successor to the iconic Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 129 dealerships worldwide, in half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand's 50th anniversary year in 2013.

For more photos and videos, please visit:

media.lamborghini.com and www.thenewsmarket.com/lamborghini

For more information on Automobili Lamborghini, please visit:

www.lamborghini.com

Blancpain - Over 275 years of tradition in motion

Founded in 1735 by Jehan-Jacques Blancpain, the watch brand bearing his name is the oldest in the world. Blancpain is currently engaged to the renewal of mechanical watchmaking and to passing on exceptional expertise from one generation to the next through constant investment in human resources, production facilities and research. This approach is its strength and the expression of our long-term vision, even though it goes against the tide of a certain tendency to seek immediate profit.

From the creation of components through to watch design, Blancpain is distinguished by its ability to develop exceptional movements. Over the past 9 years, the Manufacture has indeed developed no less than 32 new calibres.





Through its various models, Blancpain preserves its heritage of precision and elegance, while also displaying an innovative and occasionally provocative spirit. Its range encompasses the sportive L-evolution line, the legendary Fifty Fathoms diver's watch, as well as the classic Villeret collection, the high complication from Le Brassus collection and the Women models.

For more information about Blancpain, please visit: www.blancpain.com

Pirelli

Founded in 1872, Pirelli is the world's fifth largest tyre manufacturer based on revenues. With a presence in over 160 countries, the company now has 22 tyre manufacturing facilities on four continents and employs some 38,000 people.

Having been involved in motor racing since 1907, Pirelli has been confirmed as single tyre manufacturer for Formula 1™ for the 2014-2016 championship seasons and for the World Superbike Championship. This is an important challenge in terms of technological innovation and is a key means of promoting the Pirelli brand.

In 2014, Pirelli underlines its status as the global tyre manufacturer with the biggest commitment to motorsport. In total, the Italian firm supplies around 150 different championships across the world, excluding Formula One, both on the road and on the track. One of the most important engagements is the Lamborghini Blancpain Super Trofeo, supplied exclusively by Pirelli, which highlights the strong technical collaboration that the two Italian icons have shared since 1963.

