



## Press Release

### Lamborghini holds first Middle East Accademia in Dubai

*First driving academy for Middle East Lamborghini clients at Dubai Autodrome*

**Dubai/Sant'Agata Bolognese, 27 November 2014.** Automobili Lamborghini held its first driving academy in the Middle East this week. The Lamborghini Accademia, a one-day track driving course organized by Lamborghini's in-house Squadra Corse motorsport department, was held at Dubai Autodrome from 24 to 26 November.

During the three-day event, 20 Lamborghini owners each day were welcomed at the FIA circuit and, following a briefing and theory session, spent more than four hours on track driving both the V12 Lamborghini Aventador LP 700-4 and the latest V10 model, the Lamborghini Huracán LP 610-4. Comprehensive instruction in a variety of exercises was given by the team of Italian pro-drivers who were in Dubai for the occasion.

Lamborghini owners were invited from the Italian super sports car marque's ten dealerships throughout the region, including the UAE, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman. Some international clients, in the UAE for last weekend's Formula One race, also bought spaces for the Accademia.

"The Middle East is a very important region for Lamborghini," said Christian Mastro, Head of Europe, Middle East and Africa for Automobili Lamborghini, "and our clients appreciate the opportunity to enjoy Lamborghini cars on track while also learning driving techniques to best appreciate the dynamic performance of our model range.

"The Middle East is the third largest market for Lamborghini, after the USA and China," continued Mastro. "The Middle East market has grown significantly again this year, with a solid order bank for both our V12 and V10 models. Lamborghini owners in the Middle East are passionate about our brand and our cars, and the Accademia is the perfect environment to enjoy both."

Lamborghini's Squadra Corse department runs programs worldwide for both existing clients and newcomers to the Lamborghini brand, starting with Esperienza: a 'first experience' of driving Lamborghini, with Accademia providing focused instruction for owners. Lamborghini's Squadra Corse department also oversees its motorsports program, including the Lamborghini Blancpain Super Trofeo one-make series in three continents that concluded with the World Finals in Malaysia last week.

For more information on the Accademia and other Squadra Corse programs, visit <http://squadracorse.lamborghini.com>

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## **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 will make 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 50<sup>th</sup> anniversary year in 2013.

For more photos and videos, please visit:

<http://media.lamborghini.com> and <http://www.thenewsmarket.com/lamborghini>

For more information on Automobili Lamborghini, please visit:

[www.lamborghini.com](http://www.lamborghini.com)