



Press Release

Lamborghini global success reflected in Middle East

Automobili Lamborghini S.p.A.

Qatar/Sant'Agata Bolognese, 05.02.2015 – Lamborghini Doha is showing the Lamborghini Huracán LP 610-4 on its stand at this year's Qatar Motor Show. The car was launched in spring 2014 and contributed to Automobili Lamborghini's 2014 sales success, both worldwide and in the Middle East.

Press Office – Northern Europe
Gerald Kahlke
Phone +39 051-6817711
gerald.kahlke@lamborghini.com

Delivering a total of 2,530 cars worldwide last year (an increase of 19% on the previous year) 2014 saw a new sales record for the Italian super sports car manufacturer.

Press Office - UK and Middle East
Juliet Jarvis
Phone number +44 (0) 7733 224774
juliet@jjc.uk.com

The V10 Lamborghini Huracán collected more than 3,300 orders by the end of 2014, with 1,137 Huracán delivered to customers starting from summer. The Lamborghini Aventador also achieved an all-time record result for V12 Lamborghini models with 1,128 units, in both Coupe and Roadster versions, delivered to customers last year (an increase of 13% over 2013).

Press Office – Italy and Southern Europe
Clara Magnanini
Phone +39 051-6817711
clara.magnanini@lamborghini.com

Confirming its position as one of Lamborghini's top three markets worldwide, the Middle East region saw a growth of 51% in deliveries to customers in 2014, with Qatar reflecting the market's strength. Lamborghini Aventador deliveries to customers in the region were up 16% compared to 2013.

Press Office – Squadra Corse
Chiara Sandoni
Phone +39 051-6817711
chiara.sandoni@lamborghini.com

As a global brand, distribution is well balanced, with EMEA (Europe, Middle East, Africa), America and Asia Pacific each accounting for approximately one third of sales.

Press Office – Events
Rita Passerini
Phone +39 051-6817711
rita.passerini@lamborghini.com

“The Middle East continues as a strong market for Lamborghini. Our brand is very established and sought after, with a strong demand across both V12 and V10 products,” said Christian Mastro, Head of Europe, Middle East and Africa for Automobili Lamborghini. “The Middle East clearly reflects our global success seen in 2014 deliveries to customers.”

The Lamborghini Huracán LP 610-4 is a luxury super sports car with breathtaking performance: accelerating from 0 to 100 km/h in 3.2 seconds and with a top speed of more than 325 km/h, it is propelled by a naturally aspirated V10 engine with 5.2-liter displacement and 449 kW / 610 hp. The Lamborghini Huracán sports an extremely fast-shifting 7-speed dual-clutch transmission “Lamborghini Doppia Frizione” (LDF), and all-wheel drive in a hybrid carbon fiber and aluminum chassis.

The Lamborghini Huracán is priced at \$255,150.00 USD without taxes.

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Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in North-eastern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva Motor Show in 2014, is the successor to the Gallardo and, with its innovative technology and exceptional performance, it redefines the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4 are the new benchmark in the world of luxury super sports cars with the V12 engine. With 130 dealerships throughout the world, Automobili Lamborghini, in just over half a century, has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series such as Reventón, Sesto Elemento and Aventador J. The Egoista and the Veneno, in the Coupé and Roadster versions, were created to celebrate the brand's 50th anniversary year in 2013.

For more images and videos, visit:

www.lamborghini.com/press and www.thenewsmarket.com/lamborghini

For more information on Automobili Lamborghini, visit the website at:

www.lamborghini.com