



Press Release

Collezione Automobili Lamborghini presents the Spring Summer 2015 collection

Automobili Lamborghini S.p.A.

Sant'Agata Bolognese, 19 February 2015 - "Our objective is to create collections that let you wear the philosophy of the Italian brand producing the most sought-after super sport cars in the world."

Faithful to the claim that has always inspired Automobili Lamborghini collections, the new range for Spring Summer 2015 reflects the brand's most important values, based on the superior quality, innovative materials, and design elements typical of Lamborghini automobiles. First and foremost is the hexagon theme, defining the style of the "Lamborghini Man" in Classic, Casual, and Squadra Corse lines. According to Filippo Perini, Director of the Lamborghini Centro Stile, the hexagon is easily extendable and stretchable in adapting to the shapes of the cars: important in searching for technological solutions and performance optimisation. Even in nature - where the search for perfection has been refined over millions of years, inspiring designers in their ongoing quest for perfect beauty - the hexagon is a recurrent shape. It is found in the lattice structure of carbon, in the form of cells in a honeycomb and in the geometric design of snowflakes.

The testimonial of excellence of the **Classic** Line is the elegant three-button men's blazer, deconstructed and made of cool wool with a honeycomb weave: a revisitation of the classic blazer but with technical details like the undercollar insert made of reflective fabric and the inside pocket with zip closure.

With a sportier appeal, there's the suede jacket with inserts in perforated leather and the Capsule, composed of swimsuit and 100% cotton beach towel, ideal for a classy look on the beach.

The range is completed by the traditional Fil Coupé shirts, the Custom Edition with allover "L" detail, and the polo shirt in Cool Cotton: extremely lightweight and elegant garments for a distinguished look.

For the **Casual** man, the cotton piqué polo shirt is inspired by a passion for challenge, with garments featuring the World Race Contest International Circuit emblem, the laurel wreath and the chequered flag of auto racing. The continuing success of the vintage range is inspired by Lamborghini heritage, with the iconic 350 GT, 400 GT and Miura models as its patrons. The bomber jacket - a cult piece of the '60s - along with the T-shirt and polo shirt with washed effect, celebrate the history of the most envied super sports car brand's in the world. Ever-present are the historic Bull LXIII and Reduced Bull

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lines, offered in the basic colours along with the bright hues of Yellow Lemon, Grape, and Army Green.

The **Squadra Corse** line features garments inspired by the world of racing: T-shirts, polo shirts, sweatshirts and tracksuit, along with the windbreaker made of three-ply technical fabric produced in black only: close-fitting, lightweight, windproof and waterproof.

Accessories are ultra-high quality, from the bracelets made of the same leather used for Lamborghini car interiors to the bags in carbon fabric; neckties; leather accessories; cases for digital devices, and the models of all Lamborghini cars, also available in the exquisite collector's series.

L1, Extrait de Parfum, is the fragrance that emanates the vitality of Lamborghini thanks to the adrenaline-pumping mix of pepper, vetiver, tobacco, leather, and musk.

Collezione Automobili Lamborghini is retailed via:

Lamborghini boutiques in Sant'Agata Bolognese, Jesolo, Dubai Mall, Bellavita Shopping Mall Taipei

All official Lamborghini dealerships worldwide

The Corner Shops in Bangkok - Siam Paragon, Bangkok - The Emporium, Pattaya City - Central Festival Pattaya

The website www.lamborghini.com

The finest multibrand retailers in Italy, the Middle East, Lebanon, Thailand, Vietnam, Myanmar, Taiwan, Russia, and the CIS countries.



Automobili Lamborghini S.p.A.

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 iconic 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 half a century, has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series including Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the 50th birthday of the company in 2013.

For other photos and video material, please visit our websites:

www.media.lamborghini.com

www.thenewsmarket.com/lamborghini

<http://lam.bo/JbCeU>

For further information on Automobili Lamborghini, please visit our website:

www.lamborghini.com