



Press Release

Collezione Automobili Lamborghini and Japanese sports brand Mizuno announce a new partnership

Geneva, 4 March 2015 – Collezione Automobili Lamborghini and prestigious Japanese sports brand Mizuno announce a partnership, during the Geneva Motor Show 2015 with the presentation of a new co-branded running shoe, Wave Tenjin.

The five-year partnership between Lamborghini and Mizuno will cover sports apparel as well as footwear. They both share core brand values such as innovation, pure design and craftsmanship, to fulfil the most demanding expectations.

Stephan Winkelmann, President and CEO of Automobili Lamborghini comments: *“Lamborghini is known worldwide for its most sought-after super sports cars. Enthusiasts now have the opportunity to celebrate their passion for Lamborghini through this shoe and the upcoming products created with Mizuno.”*

Also present in Geneva, Takeshi Shichijo, Director of Mizuno Corporation, declares: *“Signing this collaboration agreement is a genuine honor for Mizuno. The Lamborghini marque is renowned worldwide and is in perfect harmony with Mizuno’s commitment to technology, innovation and quality. This is the perfect platform through which to introduce Mizuno to enthusiasts of the Lamborghini brand.”*

From Autumn 2015, the range of Mizuno footwear and clothing sporting the Automobili Lamborghini shield will be on sale through Lamborghini dealers, Mizuno retailers and selected shops around the world.

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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 Aventador LP 750-4 Superveloce, 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, Murciélagos, 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:

media.lamborghini.com

www.thenewsmarket.com/lamborghini

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

www.lamborghini.com

MIZUNO CORPORATION

Mizuno is a sporting equipment manufacturer established in Japan in 1906. In addition to developing and marketing products for a wide range of sports, including running, football, baseball and golf, the company is also committed to increasing availability of sporting equipment and promoting sports through activities such as supporting athletes and sponsoring events.

Since our founding, we have taken special pride and pleasure in being able to participate in the exciting world of sports and providing sports equipment of the highest quality. Each and every one of us is guided by the ideal of true sportsmanship. That was true over 100 years ago and is still true today. It is evident in our corporate philosophy which, simply stated, is "contributing to society through the advancement of sporting goods and the promotion of sports."

Our product development strategy is to create products with features that enhance athlete performance and are unique to only Mizuno. These technological advancements make our sporting equipment and apparel go the extra mile and keep you in tip top playing form no matter the sport or the conditions. We believe in making products that work in harmony with your body, helping you to be the best athlete you can be.

For further information on Mizuno, please visit our website: www.mizuno.com



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