



Press Release

Dual education in Italy: Successful start for social project of Lamborghini and Ducati

- “DESI”-qualifications for 48 trainees for a secure future
- Young people start their practical training in three occupations
- Lamborghini and Ducati open modern training centers

Sant’Agata Bolognese/Bologna, March 26, 2015 - Lamborghini and Ducati, the two Audi subsidiaries, have celebrated a milestone with their joint social project “Dual Education System Italy” (DESI), which has been created in cooperation with the Volkswagen Workforce Foundation, the Italian Ministry for Teaching, Universities and Research, and the Emilia Romagna Region. Following the first component of education in a college, the young participants, largely from socially disadvantaged families, are now starting their practical training. For this purpose, Lamborghini and Ducati have set up modern training centers in their plants.

Since September 2014, the two companies have been developing a new process for education and training in Italy, based on the German system. In cooperation with the two colleges Fioravanti Belluzzi and Aldini Valeriani in Bologna, the companies have established a two-year-joint education and training plan for 48 young people, in order to establish a dual concept between college and company. The program is primarily aimed at socially disadvantaged young people. At the start of the first practical phase at the Ducati and Lamborghini plants, the Board of Management Member for Human Resources at AUDI AG, Thomas Sigi, and the Board of Management Member for Sales and Marketing at AUDI AG, Luca de Meo, visited the new classrooms in Italy. At the inauguration the Italian Minister for Teaching, Universities and Research, Stefania Giannini, the President and CEO of Automobili Lamborghini, Stephan Winkelmann, and the CEO of Ducati Motor Holding, Claudio Domenicali, were present.

“The project teams have made some amazing achievements with the construction of the training center,” stated Thomas Sigi. “Once again members of the Audi family have shown what is possible in a short time when they work together. Thanks to this commitment, the young people can now experience their desired occupations in practice and can take the next step towards a secure future,” Sigi continued.

Luca de Meo says: “Lamborghini and Ducati are two strong brands that stand for performance, quality and passion. Both companies also demonstrate these values when they have to build their teams of the future, pass on expertise, and imbue young people with their spirit of success.”

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In advance of the practical phase, AUDI AG first locally trained eleven Italian trainers and project employees for their tasks, including the technical, didactic and pedagogical aspects. All of the participants in the social project will be able to work on current Ducati and Lamborghini models during their training. The young people are currently training for three occupations: car mechatronic, motorcycle mechatronic and CNC mechanic, which has a focus on metalworking. After two years, they receive their official college certificate and a certificate from Ducati or Lamborghini, as well as state recognition from the regional administrative office of Emilia Romagna.

Stephan Winkelmann, President and CEO of Automobili Lamborghini, commented: "The DESI Project is part of a broad Corporate Social Responsibility strategy implemented in the last few years. Based on three pillars, economy, society and environment, it puts the accent on professional training. DESI, including our apprenticeship programs and our relationships with nearby schools and universities, develops the professional competences of socially disadvantaged juveniles by integrating them into a company's organization and culture. Training means gaining a competitive advantage; a benefit for both the individual and the company."

Ducati Motor Holding CEO, Claudio Domenicali, stated that the dual training had a fundamental role in the Corporate Responsibility strategy of the company and of the Ducati Foundation: "DESI program is an important part of the path that sees Ducati committed with sustainable training tools for young people. With this innovative dual system of education we set up new standards in Italy and create various opportunities for the participants. The social program completes our innovative training concepts, such as the degree in Mechanical Engineering with Motor Vehicle specialization or our successful "Fisica in Moto"-laboratory."

Gunnar Kilian, Chairman of the Volkswagen Employees' Foundation, remarks: "We are very satisfied with how well the project is developing. In the new training centers, socially disadvantaged young people will receive first-class education and training. In this way, we are creating urgently required future prospects for Southern Europe." The Volkswagen Employees' Foundation invested €2 million in the "Dual Education System Italy" project, with another €1 million from the Audi Group with its subsidiaries Ducati and Lamborghini. With this flagship project, Audi is making use of the experience gained in Hungary, Belgium and China. The company has already established the dual system of education and training at those international sites. And at the new site in Mexico, the company is currently training 216 young people according to the German system in advance of the start of production in 2016. In the fall of 2014, Audi opened a new training center there with floor space of approximately 20,000 square meters.



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.

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

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