



Press Release

Automobili Lamborghini S.p.A.

Luggage signed by Automobili Lamborghini and TecknoMonster: Bynomio, on display in Via Monte Napoleone in Milan

Sant'Agata Bolognese, 13.4.2015. Automobili Lamborghini has added its mark to the latest generation of high-end luggage from TecknoMonster: Bynomio rolling luggage is an exclusively Italian, co-branding project between Automobili Lamborghini and TecknoMonster, and is on display to passers-by inside the specially constructed pop-up showcase until 28 April at Via Monte Napoleone 6, Milan.

Also on display are a sculpture from Centro Stile Lamborghini and a Lamborghini Huracán LP 610-4. These initiatives are included in the calendar of events of Audi City Lab, which runs through to 8 May.

Entirely fabricated in Italy, the collection of high-end rolling bags signed by Automobili Lamborghini and TecknoMonster is created using the same materials employed in Lamborghini's super sports cars: carbon fiber cured in the autoclave, fully-machined aluminium, and high-grade hides tanned exclusively in Italy.

An icon of Italian excellence, the *Bynomio* collection comprises four different bags - two cabin sizes and two hold sizes - designed to satisfy every traveller's possible need. The unique style of the bags' shell is complemented by two lining options: a *Sport Naked* interior, made of visible, lightweight carbon fiber inspired by super sports cars, or embellished with *Sport Icon* quilted leather, inspired by hexagonal geometry that is one of the peculiarity of Automobili Lamborghini.

The exclusive *Bynomio* rolling bag collection will be distributed world-wide through the Automobili Lamborghini mono-brand shops, www.lamborghini.com, the network of Lamborghini dealers, and selected multi-brand shops.

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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 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:

media.lamborghini.com and www.thenewsmarket.com/lamborghini

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

www.lamborghini.com