



Press Release

Lamborghini presents the new Aventador LP 750-4 Superveloce at Auto Shanghai 2015

- **Asian debut of the new Aventador LP 750-4
Superveloce,
a limited edition of 600 cars worldwide**
- **2015 marks Lamborghini's 10-year anniversary of
entering into China Market**
- **Greater China remains the world's second largest
market for Lamborghini**

Shanghai, 20, April, 2015 - At the 16th Shanghai International Automobile Industry Exhibition, Automobili Lamborghini presents the Aventador LP 750-4 Superveloce. Making its Asian debut, the Aventador LP 750-4 Superveloce is the most sports-oriented, fastest and most emotional series model ever produced by Lamborghini, therefore giving a precise demonstration of Lamborghini's brand value - Visionary, Cutting-edge, Pure. The car is limited to 600 units worldwide.

The Huracán LP 610-4, the successor to the iconic Gallardo, enters the same stage in Hall 6.1. Redefining the benchmark for luxury super sports cars in this segment, the Huracán has not only sustained the successful market performance of its predecessor, but is also destined to create a new legend.

The Aventador LP 700-4 Pirelli Edition, which celebrates the long and ongoing collaboration between the Raging Bull and the prestigious Italian tire manufacturer, is also introduced for the first time to China at this year's Auto Shanghai.

Automobili Lamborghini
S.p.A.

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

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

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

Press Office - Events and
Collezione Automobili
Lamborghini
Rita Passerini
Phone number +39 051 6817711
rita.passerini@lamborghini.com

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

Press Office - North and South America
Kevin Fisher
Phone number +1-323-556-8853
kevin.fisher@centigrade.com

Press Office - China
Na Liu
Phone number +86-10-65314076
na.liu@lamborghini.com

Press Office - Japan, Korea and Southeast Asia
Rika Iimure
Phone number +81-(0)3-5475-6626
rika.iimure@lamborghini.com

Press Office - SEA
Michelle Yow
Phone number +65 6718 6073
michelle.yow@lamborghini.com

Press Office - APAC
Julie Taieb-Doutriaux
Phone number + 86 139 1124 4757
julie.taieb@lamborghini.com



The year 2015 also marks Lamborghini's 10-year anniversary of entering into the China Market. For the past decade, the Italian luxury super sports car maker has never ceased its efforts in delivering state-of-the-art models, top-class Italian craftsmanship, uncompromising performance and pure driving emotions to Chinese customers. With China remaining one of the most important markets for Lamborghini worldwide, the brand has won recognition from this market and is deeply rooted among Chinese customers.

"The 10-year anniversary has set a milestone for Lamborghini's development in China since its entry. To strengthen the long-term commitment to this key market of Lamborghini, we will keep on providing best products, quality services and the perfect brand experience along with our dealership partners." said Stephan Winkelmann, President and CEO of Automobili Lamborghini. "To fulfill this promise, today we brought here the new Aventador LP 750-4 Superveloce. With a combination of Lamborghini's expertise in lightweight engineering and technical features, the new Aventador LP 750-4 is the most exclusive, pure and emotional production model in the history of Lamborghini brand."

The new Aventador Superveloce continues the Lamborghini tradition of SV models, pushing the boundaries in terms of performance and pure driving emotion. The weight has been further reduced by 50 kg through enhanced lightweight engineering, including significant use of carbon fiber. The naturally aspirated V12 engine's power is increased to 552 kW/750 hp. This results in a power-to-weight-ratio of 2.03 kg/hp. The Superveloce accelerates from 0 to 100 km/h (62 mph) in 2.8 seconds and powers on to reach a top speed of more than 350 km/h (more than 217 mph).

The new Aventador LP 750-4 Superveloce is now available for order from authorized dealers at a price of RMB 8,011,528, and the first delivery will be in September 2015. The other new



model, the Aventador LP 700-4 Pirelli Edition, is now available for customer orders as well.

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 and the new Aventador LP 750-4 Superveloce 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 further information on Automobili Lamborghini, please visit our website: www.lamborghini.com