



Press Release

Lamborghini relaunches Restoration Center:

"Lamborghini Polo Storico" provides unique knowledge and guaranteed authenticity for classic Lamborghini cars

Sant'Agata Bolognese, 16. Aprile, 2015 - Automobili Lamborghini is re-launching its restoration center under the name of *Lamborghini Polo Storico*. The new department includes the brand's historical archives, the vehicle restoration center, vehicle certification, and guarantees the availability of numerous genuine spare parts for all historical Lamborghini models.

With its new *Polo Storico*, Automobili Lamborghini emphasizes the importance of preserving its broad heritage and unique knowledge. A big part of this new formula is the *Archivio Storico Lamborghini*. This historical archive includes the documentation of historical Lamborghini car models, as well as technical schemes, body colors, leathers, images and several publications ever made by the company. For instance, *Lamborghini Polo Storico* offers this documentation on paper, but will be accessible in a digitalized version for all owners and fans of Lamborghini classic cars as well as for journalists, writers and researchers.

Another important pillar of the *Lamborghini Polo Storico* is its expanding heritage services. The Lamborghini customer can benefit from a unique service that allows him to preserve, maintain and restore his vehicle to its original features using exclusively original spare parts. The deep knowledge of the *Lamborghini Polo Storico* experts in combination with high quality standards allow a fully authentic and professional restoration. Not only the materials, but also the methods and processes of the restoration are as close as possible to the original. Thanks to original spare parts and the unique techniques applied, classic car owners can now use the resources of Automobili Lamborghini to put their classic car back on the road in the best possible condition and integrity.

Furthermore *Lamborghini Polo Storico* provides various certification for Lamborghini classic cars. Customers can have the originality of the components of their historic car checked by a technical committee which, if compliant, will then issue the certificate. With this documentation, Lamborghini Polo Storico helps protect the value of Lamborghini classic cars and provides the market with vehicle authentication.

Lamborghini Polo Storico is able to supply genuine spare parts for every model of Lamborghini classic cars. Those spare parts either come from the company's rich stocks, or are produced by Lamborghini's original and certified suppliers. Preserving historical Lamborghini models produced over more than 50 years by the Sant'Agata Bolognese-based automaker, is in the

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interest of both the company and the countless passionate collectors worldwide. Lamborghini authorized workshop personnel are specifically trained to service classic cars, and there is also a web portal that enables catalogs of all models to be retrieved, and spare parts to be ordered, from anywhere in the world. If a special part is not available in stock it can be manufactured immediately based on the original blueprints. This special service of *Lamborghini Polo Storico* allows the replacement of a classic Lamborghini car part without affecting its authenticity.

By creating *Lamborghini Polo Storico*, the company does not only immortalize its precious knowledge, but also assures the controlled quality and integrity of Lamborghini classic cars all over 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 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:

<http://media.lamborghini.com> and www.thenewsmarket.com/lamborghini

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

www.lamborghini.com