

PIRELLI DESIGN



## Press Release

Automobili Lamborghini S.p.A.

### Collezione Automobili Lamborghini and Pirelli Design launch the Lamborghini powered by Pirelli Design capsule collection

*Sant'Agata Bolognese / Milan, 17.09.2015:* Two experts in motion have come together to create an original capsule collection: Automobili Lamborghini powered by Pirelli Design. The partnership between Automobili Lamborghini and Pirelli Design aims to create products with a strong technical inclination, inspired by the world of performance tires and aimed at "premium" customers. The project extends the two companies' brand values and design - technology, elegance and 100% Italian-made quality - to clothing and footwear.

#### Jacket

The jacket features four external pockets and one internal pocket for today's increasingly dynamic man.

The highest levels of technology and quality, as well as significant research, have gone into the combination of materials: lambskin and nylon. "All-seasons" light padding ensures a garment suited to all latitudes.

On the back, quilting with stitched motifs draws on the typical geometry of Lamborghini's super sports cars, finished by zipped cuffs in gunmetal gray. The left sleeve carries Automobili Lamborghini's shield logo: based on the star sign of Ferruccio Lamborghini, this famous raging bull motif has represented the company since its inception in 1963.

#### Polo shirt

The polo shirt is crafted in mercerized cotton pique, featuring a ribbed inlaid collar with two tones of gray and contrasting detailing in the neck and vents. A high-definition rubberized Automobili Lamborghini shield has a 3D effect and finishes off the shirt.

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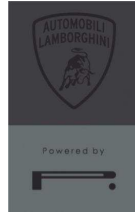
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## Moccasins

These ergonomic driving shoes are designed to assist the articulation of the driver's foot while driving. A brushed calf-leather upper has a shield-shaped Automobili Lamborghini cut-out in which the rubberized tongue fits. In an unmistakable mark of Pirelli Design engineering, the rubber soles have a tread design evoking the radial pattern of its famous tires.

## Lamborghini and Pirelli: an innovative, all-Italian partnership

It was 1963. Ferruccio Lamborghini turned to Pirelli to supply the tires for his brand-new company's super sports car, the 350 GTV, presented as a prototype at the Turin Motor Show the same year. And thus one of the most successful partnerships in automotive history was born, destined to mark some of the most important technological and historical automotive breakthroughs. They were Pirelli tires, for instance, which adorned the legendary Miura, the Countach, the Diablo and Gallardo, to mention just a few of the Sant'Agata Bolognese company's most desirable creations, and it was a Lamborghini which Uma Thurman drove in a famous Pirelli advert in the 2000s.

In short, that partnership, born of a pioneering era and set in motion by men of the caliber of Ferruccio Lamborghini and Leopoldo Pirelli, is still going strong today. This can be seen in the Lamborghini Aventador LP 700-4 Pirelli Edition: the latest piece in this long and unbroken story of innovative, 100% Italian collaboration.