



## Press Release

### Another record year for Automobili Lamborghini: deliveries increased to 3,245 units in 2015

- **Lamborghini increases worldwide sales for fifth year in a row - 2.5 times the sales of 2010**
- **Sales performance motivated by Huracán's successful market reception and Aventador's solid customer base**
- **USA confirms its position as largest single market**
- **Balanced presence across the three regions EMEA, America and Asia Pacific**

*Sant'Agata Bolognese, 11.01.2016* - In 2015 Automobili Lamborghini set another sales record in its history. With 3,245 cars delivered to customers the company surpassed the 3,000 units mark for the first time, achieving a new milestone not only for sales, but also for brand and product.

*"In 2015 Lamborghini delivered an exceptional sales performance and new records in all key business figures\*, confirming the strength of our brand, product and commercial strategy. With the introduction of several new models in 2015 and a solid order bank we are well prepared for the year 2016,"* said Stephan Winkelmann, President and CEO of Automobili Lamborghini S.p.A.

With 135 dealers serving 50 countries, worldwide deliveries to customers increased from 2,530 to 3,245 units in 2015. This represents a sales growth of 28% compared to the previous year and 2.5 times the sales of the year 2010.

*"We increased sales in all our major regions with new sales records in America and Asia Pacific,"* continued Winkelmann. *"Our biggest markets are the USA and Greater China. They are followed by Japan, UK, the Middle East and Germany, each of them registering considerable growth in 2015."*

Lamborghini is a global brand and sales distribution is well-balanced among the three regions: EMEA (Europe, Middle East, Africa), America and Asia Pacific, which each account for approximately one third of global sales.

Thanks to the ten-cylinder Huracán LP 610-4 model, the year 2015 has been the most successful yet in Lamborghini's history for V10 sales. In its first year of full availability 2,242 units of the Lamborghini Huracán were delivered to customers. Sales figures of the Huracán in the first 18 months after market introduction were up by 70% compared to its predecessor, the Gallardo, in the same period after market launch.

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Deliveries to customers of the twelve-cylinder Aventador LP 700-4, in both coupé and roadster version, and the new Aventador LP 750-4 Superveloce, totaled 1,003 units. The success story of the Aventador is reflected also in sales figures for the first 52 months after market introduction, which were up by 124% compared to its predecessor, the Murciélago, in the same period after market launch.

### **New models 2015**

The year 2015 was characterized by the introduction of several new models. At the Geneva Motorshow in March the Aventador LP 750-4 Superveloce was presented in its coupé version, followed by the roadster's debut in August at Monterey Car Week in the USA. The Superveloce is the purest essence of a Lamborghini super sports car, and all 600 SV coupés and 500 SV roadsters are sold out.

Summer 2015 also saw the market introduction of a special series, the Aventador LP 700-4 Pirelli Edition, created to celebrate the long and ongoing history of collaboration with prestigious Italian tire manufacturer Pirelli.

In autumn 2015 the new Huracán LP 610-4 Spyder and the new rear-wheel drive version Huracán LP 580-2 expanded the successful Lamborghini V10 family. Both versions are available in markets worldwide from spring 2016.

### **Third model in 2018 - Lamborghini prepares for a new era**

In May 2015, production was confirmed of the new Lamborghini Super Sports Utility Vehicle in Sant'Agata Bolognese. From 2018 the Urus will be the third model in Lamborghini's product range. Delivering additional growth and significant opportunities across the marque, it will also determine a substantial increase in the production capacity of the factory. Over the lifecycle of the new vehicle Lamborghini will invest hundreds of millions of Euros and hire 500 new employees.

### **Lamborghini Squadra Corse 2015 - Commitment to motorsports**

In 2015, the new Huracán LP 620-2 Super Trofeo made its debut on international racetracks in all three of the brand's one-make series - the Lamborghini Blancpain Super Trofeo in Europe, Asia and North America. With more than 80 cars on the grid worldwide, a new record has been achieved also in the Super Trofeo Series.

The Huracán GT3 was presented in January 2015 for competition in one of the most demanding and prestigious international categories. During the 2015 season the Huracán GT3 has been among the protagonists of the Blancpain Endurance Series where it won in Monza in April: the first time, worldwide, that a GT car won at its debut in a GT competition.



## **Social responsibility - CO<sub>2</sub> neutral factory**

In summer 2015 Automobili Lamborghini inaugurated the new trigeneration and district heating systems, two of the main projects that lead to the company's attainment of CO<sub>2</sub>-neutral certification for the entire plant.

The certification under the "Carbon Neutrality" program is the first in the world awarded to a company by DNV GL (Det Norske Veritas Germanischer Lloyd), one of the leading environmental risk management classification, verification and service companies in the world. Automobili Lamborghini achieved this significant goal by reducing and compensating for CO<sub>2</sub> emissions inside the production site.

## **Lamborghini Polo Storico - unique knowledge and guaranteed authenticity for classic Lamborghini cars**

In 2015 Lamborghini launched 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 historical Lamborghini models. With the new Polo Storico, Automobili Lamborghini emphasizes the importance of preserving its broad heritage and unique knowledge.

*\*Press information containing the major Lamborghini business figures for the fiscal year 2015 will be published in March 2016.*

## **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which made its international debut at the Geneva Motor Show in 2014, the Huracán Spyder and the rear-wheel-drive version Lp 580-2 of 2015 are the successors to the iconic Gallardo. With their innovative technology and exceptional performance, they redefine the driving experience for luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4, along with the Aventador LP 750-4 Superveloce, represent a new benchmark in the world of V12 luxury super sports cars. With 135 dealerships throughout the world, in half a century Automobili Lamborghini has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions including the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the company's 50<sup>th</sup> anniversary in 2013.

For other photos and video material, please visit our websites:

[media.lamborghini.com](http://media.lamborghini.com) and [www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini)

For more information on Automobili Lamborghini, please visit the website at:

[www.lamborghini.com](http://www.lamborghini.com)