



Press Release

Collezione Automobili Lamborghini relaunches its on-line store

A completely new experience at www.lamborghini.com

Sant'Agata Bolognese, 30 May 2016 - www.lamborghini.com

Collezione Automobili Lamborghini's on-line store has relaunched with a redesign and simpler navigation system. The new site is divided into three Collection categories - Classic, Casual and Squadra Corse - and devotes a section to Special Editions created with Mizuno, OMP, Pirelli, X-Bionic® and TecknoMonster.

A new feature is the Shop by Car section, where visitors can purchase clothing and accessories dedicated to the current Lamborghini Aventador and Huracán super sports cars, and to the iconic Miura that celebrates its 50th anniversary this year. The site also includes the 'Shop by Look' section that helps customers coordinate their clothing with the accessories, and the 'Quick Shop' feature that allows instant purchasing.

Available in multiple languages including Italian, English and Japanese, the store can be accessed from any type of device in over 60 countries and supports all the world's major payment systems. The site has been developed in conjunction with FiloBlu, which specializes in promoting fashion brands online.

Collezione Automobili Lamborghini items will soon be available on Amazon in Italy, the UK and the US. www.lamborghini.com.

Automobili Lamborghini S.p.A.

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Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva Motor Show in 2014, and the Huracán Spyder and LP 580-2 rear wheel-drive version released in 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 Coupe and Roadster versions of the Aventador LP 700-4 and the Aventador LP 750-4 Superveloce are the new benchmark in the world of luxury super sports cars with a V12 engine. With 135 dealerships throughout the world, Automobili Lamborghini has created a continuous series of dream cars over half a century that include the 350 GT, Miura, Espada, Countach, Diablo and Murciélago, as well as limited editions such as the Reventón, Sesto Elemento and Aventador J. The Veneno Coupe, Egoista and Veneno Roadster were produced to celebrate the company's 50th anniversary in 2013, and the Centenario is commemorating the 100th anniversary in 2016 of the birth of founder Ferruccio Lamborghini.

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