



## Press Release

### **Automobili Lamborghini unveils a fresh look on the web: new lamborghini.com now online**

- **New Car Configurator available for customizing your car in every detail**
- **Brand-new content for retracing the company's history and discovering the latest new ideas**

*Sant'Agata Bolognese, 1 September 2016* - Automobili Lamborghini is renewing its digital image with the new [Lamborghini.com](http://Lamborghini.com) website, featuring content and graphics that have been completely reworked. A new layout in bright colors forms the backdrop for a homepage that scrolls vertically like a magazine and presents the Lamborghini marque using multimedia language of videos and images with strong visual impact.

The new content, which is available in six languages and is designed to enhance your virtual experience in the world of Lamborghini, now includes the Car Configurator - a feature that allows customers and enthusiasts to customize their Huracán or Aventador in every detail with a few clicks.

The newly designed Brand section lets you retrace the history of the brand - from the masterpieces of yesteryear to important personalities in the company's past - by describing the design and innovations that have helped turn Lamborghini into the only marque of its kind in the world.

The Motorsport section has also been revamped. It provides virtual access to the world of Squadra Corse - the Lamborghini racing department. A new blog section enables visitors to stay abreast of the latest racing activities, from news of Blancpain Super Trofeo and GT races, to information on Lamborghini's Junior driver programs.

The new Experience section provides an overview of activities for customers and fans which are designed to introduce to the world of Lamborghini, from the new Museum in Sant'Agata Bolognese, to Accademia and Esperienza driving courses, including events scheduled all over the world.

Finally, updates and new ideas on the Lamborghini world are available in real time in the news and social wall sections, which provide a window on the enthusiastic community of the millions of fans who follow the official profiles of Lamborghini.

For further pictures and video material please visit: [media.lamborghini.com](http://media.lamborghini.com)

For more information on Automobili Lamborghini please visit: [www.lamborghini.com](http://www.lamborghini.com)

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