



Press Release

Lamborghini opens in Bristol first dealership in new corporate design

- **New brand environment heralds forthcoming SUV and increased volumes**
- **"Lamborghini and our dealer partners are investing in a bright future", says Automobili Lamborghini CEO Stefano Domenicali**

Sant'Agata Bolognese/Bristol, UK, 22 September 2016 - Automobili Lamborghini is preparing its international dealer network for the future, with the launch of a new dealership corporate identity and brand environment.

The first dealership to sport the new showroom design and service center officially opens today in Bristol, increasing the UK dealer network to eight outlets. The new corporate design will roll-out worldwide to all new and existing showrooms over the next years.

The new showroom environment reflects the need for increased space as Lamborghini expands its model line-up and doubles sales with the launch of its new SUV by 2018.

"Lamborghini is a strong, highly-acclaimed brand worldwide, and our new dealership environment is a very tangible demonstration of this, perfectly communicating our philosophies of Pure, Visionary and Cutting Edge," said Automobili Lamborghini Chief Executive Officer, Stefano Domenicali. "It is also important that we continue to build a solid, committed dealer network that clearly communicates our brand to loyal and new clients in both the way we look and the way we operate. Both Lamborghini and our dealer partners are investing in a bright future."

The new showroom exteriors are instantly recognizable by the illuminated Lamborghini shield on a black background that glows at night, and complemented by a black totem sporting the Lamborghini bull logo. The new showroom space is bright and clean, characterized by polygons, sharp forms, raw surfaces and a diffusion of light and color. Opportunities to literally 'touch and feel' the world of Lamborghini include digital elements to enhance the customer experience: a client lounge includes a car configuration system to guide the customer through specifying his Lamborghini; product and Ad Personam areas provide samples of exterior and interior finishes and allow clients to physically touch and play with combinations of colors and materials, such as soft leathers or the appearance of carbon fiber.

The range of Lamborghini models is displayed, with a car on a white center-stage uplit by LED lights in a complementary color to its exterior. Video walls

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give clients and even passers-by an insight into the world of Lamborghini. An area dedicated to Accessori Originali displays aftersales enhancements, and includes a digital experience with headphones and screen to explore and even hear product features such as engine sounds. The Collezione Automobili Lamborghini range of clothing and accessories has a dedicated space in the entrance, visible from both inside and through the showroom windows.

For other photos and video material, please visit:

media.lamborghini.com

For further information on Automobili Lamborghini, please visit:

www.lamborghini.com