



## Press Release

### Lamborghini Hong Kong opens new Showroom

- Lamborghini Hong Kong's new large showroom has over 3,000 square-feet
- Located in the heart of Wanchai's Star Street Precinct, the go-to destination for creative minds seeking a unique lifestyle
- Inaugurated in the presence of Chairman & CEO, Mr. Stefano Domenicali and his colleagues from Sant'Agata Bolognese
- New brand environment showroom heralds forthcoming Super SUV and increased volumes

*Hong Kong, 19 October 2017* – Lamborghini Hong Kong opens its brand new showroom, marking a new era for the House of Raging Bull in the Pearl of the Orient for more than 25 years.

Incorporating Lamborghini's revamped corporate design, the new showroom reflects the need for increased space as the company expands its model line-up with the market launch of its new Super Sport Utility Vehicle (SUV) by mid 2018.

Spanning over 3,000 square-feet, the complex is Lamborghini Hong Kong's largest showroom to date and is located at 1A Star Street in Wanchai, an elegant neighborhood and a go-to destination for creative minds seeking a unique lifestyle.

"Lamborghini is a strong, highly-acclaimed brand worldwide, and our new dealership environment is a very tangible demonstration of this," said Automobili Lamborghini Chairman & Chief Executive Officer, Mr. Stefano Domenicali.

"We are committed to building a solid dealer network that clearly communicates our brand to loyal and new clients in both the way we look and the way we operate. Lamborghini and our dealer partners are investing in a bright future together," added Mr. Domenicali.

Mr. Albert Wong, Director of Lamborghini Hong Kong added:

"Endowed with the support of Lamborghini owners and enthusiasts, Hong Kong is one of our most important retail outlets around the world. The new showroom simply reflects our confidence in Lamborghini's business in Hong Kong, in anticipation of the expanded model line-up and increase in sales with the launch of the new Super SUV," said Mr. Wong.

Automobili Lamborghini S.p.A.

Head of Communications

Gerald Kahlke

T +39 051 6817711

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Brand & Corporate Communications

Clara Magnanini

T +39 051 6817711

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Corporate Media Events & Motorsport PR

Chiara Sandoni

T +39 051 6817711

[chiara.sandoni@lamborghini.com](mailto:chiara.sandoni@lamborghini.com)

Product Media Events &

Collezione Communications

Rita Passerini

T +39 051 6817711

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Squadra Corse Communications

Lorenzo Facchinetti

T +39 051 6817711

[extern.lorenzo.facchinetti@lamborghini.com](mailto:extern.lorenzo.facchinetti@lamborghini.com)

Press Office UK

Juliet Jarvis

T +44 1933 666560

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Press Office Eastern Europe & CIS

Tamara Vasilyeva

T +7 499 957 6706

[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.com)

Press Office Middle East & Africa

Zantelle Van der Linde

T +971 56 522 1545

[zantelle.vanderlinde@lamborghini.com](mailto:zantelle.vanderlinde@lamborghini.com)

Press Office North & South America

Jiannina Castro

T +1 703 3647926

[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

Press Office Asia Pacific

Silvia Salti

T +65 67186073

[silvia.salti@lamborghini.com](mailto:silvia.salti@lamborghini.com)

Press Office Greater China

Nancy Rong 荣雪霏

T +86 10 6531 4614

[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)

Press Office Japan & South Korea

Kumiko Arisawa

T +81 3 5475 6626

[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)



## Press Release

The new showroom exteriors are instantly recognizable by the illuminated Lamborghini shield on a black background that glows at night. Inside, the space is bright and clean, characterized by polygons, sharp forms, raw surfaces and a diffusion of light and color.

There are also opportunities for customers to literally 'touch and feel' the world of Lamborghini: a client lounge that includes a car configuration system to guide the customers through specifying their Lamborghini; product and Ad Personam areas that provide samples of exterior and interior finishes, allowing customers to physically touch and play with combinations of colors and materials, such as soft leathers or the appearance of carbon fiber.

The complex also houses the headquarters of Kingsway Holdings, the parent company of Lamborghini Hong Kong (Kingsway Cars Ltd.), Lamborghini Guangzhou (Kingsland Cars Ltd.) as well as the Hong Kong-side of Lamborghini Macau (Kingsbridge Cars Ltd., a joint-venture between Kingsway Holdings and Macau-based Resuma Motors Ltd.)

To celebrate this momentous occasion, distinguished guests such as Consul General of Italy in Hong Kong & Macau Mr. Antonello De Riu as well as top management from Automobili Lamborghini, including Chairman & Chief Executive Officer Mr. Stefano Domenicali, Chief Commercial Officer Mr. Federico Foschini, and Lamborghini Hong Kong Managing Director Mr. Leo Wong, Director Mr. Albert Wong, were in attendance at the launch ceremony today.

Guests also had the privilege of appreciating up-close the highly-exclusive Lamborghini Centenario Coupe in a stunning matte Verde Bronte exterior color, contrasted with golden carbon-fiber finishes. Created as a tribute to the 100th Anniversary of Automobili Lamborghini founder Ferruccio Lamborghini, the Centenario is limited to 40 units (20 Coupe and 20 Roadster), with this particular unit loaned for display at the opening ceremony as a gesture of support from its owner. The Aventador S Coupe – the newest flagship Lamborghini – painted in Rosso Mars (metallic red) and outfitted in a plethora of carbon-fibre options, is displayed alongside the legendary Centenario.

\*\*\*

Event photos in high-resolution can be downloaded here:

[https://www.dropbox.com/sh/gihl37Opjalw3ts/AACyH\\_UISqOnhyzZkyDORdFwa?dl=0](https://www.dropbox.com/sh/gihl37Opjalw3ts/AACyH_UISqOnhyzZkyDORdFwa?dl=0)



## Press Release

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

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

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

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

For more information on Lamborghini HK, please visit:

Lamborghini HK Official Website: <http://www.lamborghini-hongkong.com>

Lamborghini HK Facebook Page:

[www.facebook.com/lamborghiniahongkong](http://www.facebook.com/lamborghiniahongkong)

Lamborghini HK Instagram: [www.instagram.com/lamborghiniahk](http://www.instagram.com/lamborghiniahk)

For media inquiry, please contact:

Lamborghini Hong Kong

Heidi Wong

Tel: (852) 2892 2899

Email: [heidi.wong@kingswaycars.com.hk](mailto:heidi.wong@kingswaycars.com.hk)