



## Press Release

### **Lamborghini Day 2017 in Tokyo celebrates the brand's 50<sup>th</sup> Anniversary in Japan**

- **Unveiling of the Aventador S Roadsters in 5 unique versions, inspired by the five natural elements in Japanese culture**
- **Second edition of the “Lamborghini Day Concours d’Élégance Tokyo” with the participation of 50 classic cars**
- **Parade of Lamborghinis from the Tokyo Tower through the Ginza district**

*Sant’Agata Bolognese/Tokyo, 20 October 2017* - Lamborghini Day 2017 took place this Friday at The Prince Hotel in Tokyo, attended by Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini, as well as media, customers and VIPs. The event featured the Asian debut of the Aventador S Roadster, which made its world premiere at the recent Frankfurt Motor Show.

This year marks the 50<sup>th</sup> anniversary of Lamborghini's arrival in Japan, starting from the first imports of the 400 GT model. To celebrate this event, the Sant’Agata Bolognese super sports car manufacturer created a limited series called “Aventador S Roadster 50<sup>th</sup> Anniversary Japan”, produced in just five units destined exclusively for the Japanese market. Each of the five Aventador S Roadsters is a one-off car, with colors and finishes inspired by one of the five natural elements of Japanese culture: water, earth, fire, wind, and sky. The “water” version was presented and displayed during Lamborghini Day in Tokyo.

The concept for the car was developed by Lamborghini's Ad Personam Department along with the Centro Stile, a collaboration that led to the idea of developing a unique paint for each model, featuring special shading effects in which, in the case of the “water” version, the blue tends to black. The artisan creation of the paintwork required 170 hours of labor and the contribution of ten specialists. The exterior is completed by the windscreen frame and the hard top, both made of exposed carbon fiber.

The interiors are realized in Nero Ade black leather and Nero Cosmus black Alcantara. Another unique feature of the car is the embroidery on the seats and on the hard top that evokes the Japanese symbol for bamboo (Y). The color of the stitching matches that of the exterior, with the same gradations and shading: an effect that required 100 hours of labor by six specialists. The interior finish is completed by a hexagonal carbon fiber plate with the Japanese symbol of the car's elemental namesake.

Stefano Domenicali, Chairman and Chief Executive Officer of Automobili

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 Middle East & Africa

Zantelle Van der Linde

T +971 56 522 1545

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

Press Office Eastern Europe & CIS

Tamara Vasilyeva

T +7 499 957 6706

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

T +65 67186073

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

Press Office Greater China

Nancy Rong 榮雪霏

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

Lamborghini, commented: "On the occasion of this important anniversary for our brand in Japan, I wish to thank our Japanese customers for their support over the years and their strong bond with our marque. Thanks to them, Japan has now become our second most important market worldwide in terms of cars sold. And with the arrival of the Urus in 2018, we predict further unprecedented success in this country."

Andrea Baldi, Head of Lamborghini's Asia Pacific area, added: "In January of this year, we opened two new showrooms, in Kobe and Yokohama, creating a total of eight dealerships. Our objective is to continue the growth of our commercial network over the coming years, especially in view of the arrival of the Urus Super SUV."

The Lamborghini Day events also included the "Lamborghini Day Concours d'Élégance Tokyo", now in its second edition. The most beautiful models of the brand's history, including Miura, Diablo and Countach participated in the Concours, with a total of 50 automobiles. The participating cars also included the Miura SV restored by Lamborghini Polo Storico that won Best of Show at the "Lamborghini & Design Concours d'Élégance" held in Neuchâtel on 17 September. The jury, composed of 13 international judges, evaluated the most representative models of each era, divided into eight classes. The Best of Show prize was awarded to an orange Countach LP 400 from 1976 (car serial number#1120186).

During Lamborghini Day 2017, downtown Tokyo witnessed a parade of more than eighty modern Lamborghini models, that wound through the famous area of the Tokyo Tower and the fashionable Ginza district.

Photos and video material: [media.lamborghini.com](http://media.lamborghini.com)

Information on Automobili Lamborghini: [lamborghini.com](http://lamborghini.com)