



Press Release

Automobili Lamborghini achieves another record year: 3,815 cars delivered to customers in 2017

- **Lamborghini increases worldwide sales by 10% from 3,457 to 3,815 deliveries**
- **Global sales grow for seventh consecutive year**
- **Record sales performance for both model lines: V10 and V12**
- **Record sales performance across all regions: EMEA, America and Asia Pacific**
- **USA confirms its position as largest single market**
- **Urus World Premiere: Doubling production capacities in Sant'Agata Bolognese and market introduction of the new Super SUV in 2018 allow outlook for future quantum leap growth**

Sant'Agata Bolognese, 15 January 2018 - In Fiscal Year 2017 (1 Jan - 31 Dec), Automobili Lamborghini S.p.A. set another historic sales record. With 3,815 cars delivered to customers around the world, the Italian super sports car producer continues its global growth for the seventh consecutive year.

The world premiere of the Super SUV Urus at the end of 2017, and its market introduction starting from summer 2018, marks a new in the 54-year history of the brand.

"In 2017 Lamborghini has proven to be in consistently good shape. Delivering another all-time high for the seventh consecutive year confirms the sustainability of our product and commercial strategy. We also significantly increased brand awareness, especially with the young generation, proved by the success of our social media channels. This is a real team achievement and I would like to thank the whole Lamborghini team for the work done. These accomplishments are all the more remarkable as we mastered an unprecedented double challenge: preparing for new models in our super sports car range, while simultaneously doubling production capacities at our headquarters in Sant'Agata Bolognese, heralding a quantum leap in our product portfolio. The world premiere of our new Super SUV Urus in December was, without doubt, the highlight of the year," says Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini S.p.A.

With 145 dealers serving 50 countries, worldwide deliveries to customers in 2017 increased from 3,457 to 3,815 units. This represents a double digit sales growth of 10% compared to the previous year. With a sustained sales growth performance over seven years, the company has almost tripled its sales numbers since 2010 (1,302 units). Beyond sales figures, Lamborghini outperformed other key business objectives in 2017.*

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Lamborghini is a global brand and sales distribution is well-balanced among the three regions, which each account for approximately one third of global sales. All regions set historic sales records in 2017 and contributed to the sales growth compared to the previous year: EMEA “Europe, Middle East, Africa” (1,477/+18%), America (1,338/+4%) and Asia Pacific (1,000/+9%).

With 1,095 units the USA remains the largest single market, followed by Japan (411), UK (353), Germany (303), Greater China (265), Canada (211) and the Middle East (164). Most of them increased deliveries significantly and marked national historic sales records.

Also both major model lines achieved record sales, thus contributing to the growth. The sales of the V12 model Lamborghini Aventador grew by 6% from 1,104 to 1,173 units. Even stronger was the sales increase of the V10 model Lamborghini Huracán, growing by 12% from 2,353 to 2,642 units.

New Models 2017

The year started with the dynamic presentation of new V12 model **Aventador S Coupé** setting benchmarks in technology and performance on both road and track. Since September 2017 its open version, the **Aventador S Roadster**, is adding a new dimension in driving enjoyment.

Unveiled at the Geneva Motor Show in March 2017, the new Lamborghini **Huracán Performante** earned an overwhelming public resonance. Combining new lightweight technologies, active aerodynamics with aero vectoring and a new set-up of chassis, all-wheel-drive system and further improved powertrain, the Performante set many new lap records on international race tracks.

In November 2017 Lamborghini, in collaboration with two laboratories of the Massachusetts Institute of Technology in Boston, gave an outlook onto a possible future Lamborghini electric super sports car. The concept car, **Lamborghini Terzo Millennio**, physically imagines design and technology theories of tomorrow, while sustaining the visual intrigue, breath-taking performance and emotion found in every dimension of a Lamborghini.

The highlight of the Fiscal Year 2017 was without doubt the world premiere of the new Super SUV **Lamborghini Urus** in Sant’Agata Bolognese in December. With its third model Lamborghini creates a new niche in the luxury segment with benchmarking power, performance and driving dynamics, unparalleled design, luxury and daily usability.

Automobili Lamborghini’s ongoing strategic investment program, aligned with the launch of the Urus, sees its production site now doubled with the creation of “Manifattura Lamborghini” inside new facilities, and with new technologies applied at its factory headquarters in Sant’Agata Bolognese. As well as expanding the site from 80,000 m² to 160,000 m², the Urus brings about a



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substantial increase in the company's production capacity, doubling it to 7,000 units a year as well as a significant increase in its workforce with 500 new jobs already created.

Lamborghini Polo Storico

In March 2017 Automobili Lamborghini officially opened its new Polo Storico facility, a center dedicated to Lamborghini classic cars and the preservation of Lamborghini heritage.

In the new facility Polo Storico receives classic Lamborghini owners from all around the world and supports historic models and Lamborghini's heritage through four main areas: restoration of historic Lamborghini models, archive management, original Lamborghini spare parts and official certification of Lamborghini historic cars.

Lamborghini Museum

The Lamborghini Museum in Sant'Agata Bolognese also registered a record year in terms of visitors. More than 100,000 enthusiasts visited the premises situated inside the Lamborghini factory in 2017. The Museum is open daily, including Sundays, from 9.30 am to 7 pm, and special exhibitions run alongside the permanent collection of historic Lamborghini models.

Lamborghini Squadra Corse

In September 2017 Lamborghini Squadra Corse, the motorsport department of Automobili Lamborghini, unveiled the new Huracán Super Trofeo EVO. The new race car raises the already high standards of the previous model with entirely redesigned aerodynamics, new devices to improve safety, and several improvements to its mechanics and electronics. The developments combine to offer drivers and teams an efficient and highly professional race car, which makes its track debut at the three continental series in Europe, Asia and North America from spring 2018.

During the customer GT racing season 2017, the Lamborghini Huracán GT3 won eight championship titles: Blancpain GT Series Overall, Drivers' title and Team Endurance Cup; International GT Open Team and Drivers' titles; Italian GT Championship Pro Drivers; ACO GT3 Le Mans Cup Overall; British GT Championship Team title.

Outlook 2018

The company confirms a confident outlook for the Fiscal Year 2018. In spite of lingering political uncertainties in the EU and on a global level, the key economic denominators remain generally positive. With sustained growth expected in the large economies around the world, the business outlook for Lamborghini continues to be solid. Due to its young and attractive product



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portfolio as well as the entry in the growing SUV segment, Lamborghini expects further growth with new dimensions of both unit sales and turnover in the medium term.

*Press information containing the major Lamborghini business figures for the fiscal year 2017 will be published in March 2018.

Photos and Video material: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com