



## Press Release

### **Lamborghini opens in Paris its 5<sup>th</sup> French Showroom and unveils the new Urus**

- **A new big showroom in the French capital anticipates increased volumes after market introduction of the Super SUV Urus**
- **French premiere of the new Urus**
- **2017: Lamborghini sales record in France and Monaco with 127 deliveries (+35%)**

*Sant'Agata Bolognese/Paris, 01 February 2018* - Automobili Lamborghini officially opened its brand new showroom in Paris in the presence of Stefano Domenicali, Chairman and Chief Executive Officer of the company.

The new showroom and service centre, located at 2 Rue Bellini, Puteaux, is the 5<sup>th</sup> Lamborghini sales point within the dealer network in France, together with Lyon, Mulhouse, Cannes and Monaco. The commercial partner chosen for Lamborghini Paris is Schumacher Group, a long-established French family company with 70 years of experience in the car business.

"In 2017 we achieved a sales record with a total of 127 deliveries in France and Monaco, which represents an increase of 35% in comparison to 2016. France has now become our 3<sup>rd</sup> strongest market in Europe after UK and Germany. With Urus market introduction we forecast a new record year in France in 2018. We welcome the Schumacher Group to our family of dealers" says Automobili Lamborghini Chairman & Chief Executive Officer, Stefano Domenicali.

On a global scale Automobili Lamborghini set another historic sales record in 2017. With 145 dealers serving 50 countries, worldwide deliveries to customers 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).

"I am very pleased to welcome the Lamborghini marque, one of the country's top-performing luxury sports car brands, to our Group," comments Edouard Schumacher, Chief Executive Officer of Schumacher Group. "We will offer every customer a unique service, with a warm and professional welcome in a family atmosphere, structured around a common passion for the Italian super sports car brand. Our appointment enables us to strengthen our position in the luxury segment, and for sure will contribute to raising recognition and enthusiasm for Lamborghini in our country."

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Lamborghini Paris inauguration signed the French premiere of the new Super SUV Urus, whose market introduction in Europe will start in spring 2018. The Lamborghini Urus is a visionary approach, infusing the Lamborghini DNA into the most versatile vehicle, the SUV. The Urus elevates the SUV to a level not previously possible, the Super SUV.

It features a 4.0 liter V8 twin-turbo engine delivering 650 hp (478 kW) at 6,000 rpm, maximum 6,800 rpm, and 850 Nm of maximum torque already at 2,250 rpm. The Urus accelerates from 0-100 km/h in 3.6 seconds, 0-200 km/h in 12,8 seconds and with a top speed of 305 km/h it is the fastest SUV available.

With a total surface of over 1200 square meters the new Paris showroom and service centre is the first French showroom to feature the brand's new design. The environment dimension also reflects the need for increased space as Lamborghini expands its model line-up with the new Urus and plans to double its sales by 2019.

Opportunities to literally 'touch and feel' the world of Lamborghini include: a client lounge inclusive of a car configuration system to guide the customer through specifying his Lamborghini; a display area large enough to accommodate all product range available and a state of the art service centre. The Collezione Automobili Lamborghini range of clothing and accessories has also a dedicated area in the showroom.

Photo Credits of the Urus images in Paris: Automobili Lamborghini/Rémi Dargegen

Photo Credits of the Lamborghini Paris showroom images : Laurine Paumard Photographe

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

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