



## Press Release

### **Lamborghini and Cervélo join forces on limited-edition triathlon bicycle P5X**

*Sant'Agata Bolognese / Geneva, 8 March 2018* - Automobili Lamborghini and Cervélo Cycles present the triathlon bicycle Cervélo P5X Lamborghini edition at the 2018 Geneva International Motor Show.

The limited edition P5X features artwork by Automobili Lamborghini's Centro Stile based at the company's headquarters in Sant'Agata Bolognese. The iconic yellow topcoat and Y-shaped patterning on the frame and fork are familiar to Lamborghini enthusiasts, while a seat post number stamp denotes each model's position in a production run of just 25 bikes.

The two companies share a combined passion for research and development and an unwavering commitment to raising the bar with every new product. This is evident in the new Cervélo P5X Lamborghini edition. The unique triathlon cycle combines bold new artwork with aerodynamically integrated storage, unprecedented micro-adjustability, and peerless aero performance honed by 180-plus hours of wind-tunnel testing.

"Our Lamborghini Accademia drivers have been training on Cervélo for some time now, so we already know how special, and how fast, these bikes are," said Katia Bassi, Lamborghini's Chief Marketing Officer. "With elite performance, outstanding design and innovation, this collaborative project was a natural fit for both brands."

"This limited-edition speed machine unites brands that are passionate about world-class products and performance," added Robert de Jonge, Managing Director at Cervélo Cycles. "Our triathletes lead the charge when it comes to racing, and now they can stand out from the crowd even more emphatically."

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

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

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