



Press Release

Collezione Automobili Lamborghini

at the 2018 Geneva International Motor Show

Sant'Agata Bolognese/ Geneva, 12 March 2018 - Collezione Automobili Lamborghini, the lifestyle label of the super sports cars brand, unveils its new exhibition space concept at the 2018 Geneva International Motor Show, from 6 to 18 March.

The brand's total-look clothing line, special editions, and partnership projects as part of its Ad Personam program, are displayed in a new space layout inspired by the "aerodynamic" performance of the new Lamborghini Huracán Performante Spyder. The hexagonal and Y shapes - the signature graphics of all Lamborghini super sports cars - are reflected in the display architecture such as the three-dimensional panels, display compartments and in furnishings.

The area dedicated to the Lamborghini fashion line is structured across two levels. The ground floor, which is visible from the outside, is dedicated to menswear: visionary, cutting-edge, pure collections sharing the same philosophy as Lamborghini super sports cars, and representing the brand's quintessential *informal luxury* and *tailor tech* qualities. The first floor is dedicated to the Ad Personam project, with a display of Collezione Automobili Lamborghini's partnerships: Bolognese Hettabretz specializing in leather jackets; Enzo Bonafè's luxury artisanal shoes; and high-end carbon fiber luggage brand Tecknomonster.

www.lamborghini.com

For additional photos and videos:

media.lamborghini.com

For further information on Automobili Lamborghini:

www.lamborghini.com

Automobili Lamborghini S.p.A.

Head of Communications

Gerald Kahlke

T +39 051 9597611

gerald.kahlke@lamborghini.com

Brand & Corporate Communications

Clara Magnanini

T +39 051 9597611

clara.magnanini@lamborghini.com

Corporate Media Events & Motorsport PR

Chiara Sandoni

T +39 051 9597611

chiara.sandoni@lamborghini.com

Product Media Events &

Collezione Communications

Rita Passerini

T +39 051 9597611

rita.passerini@lamborghini.com

Motorsport Communications

Lorenzo Facchinetti

T +39 051 9597611

extern.lorenzo.facchinetti@lamborghini.com

Press Office UK

Juliet Jarvis

T +44 1933 666560

juliet@jic.uk.com

Press Office Eastern Europe & CIS

Tamara Vasilyeva

T +7 499 957 6706

tamara.vasilyeva@lamborghini.com

Press Office Middle East & Africa

Zantelle Van der Linde

T +971 56 522 1545

zantelle.vanderlinde@lamborghini.com

Press Office North & South America

Jiannina Castro

T +1 703 3647926

jiannina.castro@lamborghini.com

Press Office Asia Pacific

Silvia Saliti

T +65 9651 8955

silvia.saliti@lamborghini.com

Press Office Greater China

Nancy Rong 荣雪霏

T +86 10 6531 4614

xuefei.rong@lamborghini.com

Press Office Japan & South Korea

Kumiko Arisawa

T +81 804 606 0487

kumiko.arisawa@lamborghini.com