



## Press Release

### **Automobili Lamborghini and OPPO announce a global strategic partnership**

#### **OPPO Find X Automobili Lamborghini Special Edition makes its debut at the Louvre in Paris**

*Sant'Agata Bolognese / Paris, June 26, 2018* - The Louvre was the spectacular venue for the announcement of a global partnership between Automobili Lamborghini and Guangdong OPPO Mobile Telecommunications Corp., Ltd. with the presentation of the **OPPO Find X Automobili Lamborghini Special Edition**.

Lamborghini has chosen a leading brand for its first exclusive smartphone partnership. The cooperation will cover a broad range of areas and the two companies will leverage their respective strengths to create co-branded smartphones and related products.

The OPPO Find X Automobili Lamborghini Edition has the logo shield of Automobili Lamborghini engraved on the body. Thanks to a special technology a suspended three-dimensional effect is created, no matter from what angle the phone is viewed.

The Find X Automobili Lamborghini Edition is equipped with SuperVOOC flash charge, used for the first time in a smartphone. This technology enables the charge power to reach 50W, allowing the smartphone to fully charge in 35 minutes.

The packaging and accessories for this special edition have been designed in the same orange and black colors of Lamborghini super sports cars.

"With OPPO's admirable technology capability and design prowess, we look forward to building a broad and strategic partnership," said Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini. "The launch of the OPPO Find X Automobili Lamborghini Special Edition in Paris marks the beginning of this enterprise."

"OPPO and Lamborghini both share core company values such as the relentless pursuit of perfection in product design and user experience," said Tony Chen, CEO of OPPO. "We're excited about the partnership and strongly believe that the synergy in advanced technologies, design philosophies and innovations will help bring to market products that will surprise and delight our customers worldwide."

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

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

Automobili Lamborghini S.p.A.

Head of Communications

Gerald Kahlke

T +39 051 9597611

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Brand & Corporate Communications

Clara Magnanini

T +39 051 9597611

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Corporate Media Events & Motorsport PR

Chiara Sandoni

T +39 051 9597611

[chiara.sandoni@lamborghini.com](mailto:chiara.sandoni@lamborghini.com)

Product Media Events &

Collezione Communications

Rita Passerini

T +39 051 9597611

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Motorsport Communications

Francesco Colla

T. +39 051 9597611

[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Press Office UK

Juliet Jarvis

T +44 1933 666560

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Press Office Eastern Europe & CIS

Tamara Vasilyeva

T +7 499 957 6706

[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.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 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 9651 8955

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

Press Office Greater China

Nancy Rong 荣雪霏

T +86 10 6531 4614

[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)

Press Office Japan & South Korea

Kumiko Arisawa

T +81 804 606 0487

[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)