



**Lamborghini Day Japan 2018
celebrated with more than 200 Lamborghini cars in Yokohama**

- **Asia Pacific premiere of the Lamborghini Aventador SVJ, lap record holder for production cars at the Nürburgring-Nordschleife**
- **More than 200 Lamborghinis gathered at Yokohama, in a parade around Minato Mirai, Yokohama Red Brick Warehouse and Yamashita Park**

Sant'Agata Bolognese/Yokohama, 22 November 2018 – Lamborghini Day Japan 2018 took place yesterday at the famous film studio Yokohama Super Factory with more than 200 Lamborghinis from customers on display. Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini, and Giorgio Starace, Ambassador of Italy to Japan, attended the event along with media, owners and VIPs. The event featured the Asia Pacific premiere of the Lamborghini Aventador SVJ, which made its debut at Pebble Beach Concours d'Elegance earlier this year and set a lap record for production cars at the Nürburgring-Nordschleife with a lap-time of 6:44.97 minutes.

Guests entered into the spirit of Lamborghini with various activities and displays at the event, such as exploring the world of Ad Personam, Lamborghini's personalization program; Collezione Automobili Lamborghini, the apparel and accessories collection; Squadra Corse, Lamborghini's Motorsport Department; and partners such as Pirelli and Roger Dubuis.

Stefano Domenicali said: "Japan is a very important market for us. I would like to reinforce our gratitude to the long-time patronage of our Japanese customers who have built such strong bonds with the marque. We stay very much in touch with our customers here, and look forward to building on the marque's strength with the Japanese market introduction of our new Super SUV Urus, which brings an even broader audience into the brand."

Federico Foschini, Lamborghini's Chief Commercial Officer, added: "This year, we opened a new showroom in Sendai, bringing the total number of dealerships in Japan to nine and we will continue to expand our sales network. We also continue the development of a quality experience for Lamborghini owners, with lifestyle events and news: for example the App UNICA, developed by a business collaboration with Salesforce."

A parade of more than 200 Lamborghini models drove around central Yokohama area, including Minato Mirai, Yokohama Red Brick Warehouse and Yamashita Park, with the color and naturally-aspirated engine noise delighting passers-by and Lamborghini enthusiasts. The parade models included classics such as Miura, Contach, LM002, as well as the current production line-up with Urus, Aventador S and Huracán.

At a party for Lamborghini owners, a charity auction was held to raise funds for victims of natural disasters in Osaka, Hokkaido, and other areas in Japan this year. All proceeds from the auction will be donated to the Japan Red Cross.



Media Information

Photos and videos: media.lamborghini.com

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