



Media Information

Lamborghini Polo Storico and Historic Automobile Group International (HAGI) sign collaboration agreement

Sant'Agata Bolognese, 22 May 2019 - Lamborghini Polo Storico, Lamborghini's in-house classic department, has signed a collaboration agreement with Historic Automobile Group International (HAGI).

Automobili Lamborghini has a lively interest in promoting its important history: the collaboration is intended to enable Polo Storico to gather useful market information related to Lamborghini models, and thus help raise the awareness and appreciation of classic cars produced in Sant'Agata Bolognese through their historical and collectible value.

The well-established HAGI Index tracks market prices of classic cars. It is based on continuous, impartial monitoring of all vintage car transactions involving private individuals, traders and auction houses. It can give sector insiders a clear idea of current price trends. This constantly updated source of market information will also allow Polo Storico to better plan its production of spare parts for vintage Lamborghinis.

The recently launched HAGI LPS Index (Lamborghini Polo Storico) measures the price development for the historic Lamborghini market. It includes all Lamborghini models up to the Diablo. The starting value of the monthly LPS index is 100 on 31 December 2017. A back test shows how the LPS index developed in the past on an annual basis, e.g. from 2000 to 2017, prices for classic Lamborghini models increased tenfold.

HAGI is an independent market research and publishing company with expertise in the leading classic car marques. It conducts research using the same methodology as applied in the financial sector. Its Index and analysis is used as a reference source by the Financial Times, Wall Street Journal, New York Times and Octane Magazine to name a few. To date, the HAGI proprietary archive lists results from more than 100,000 transactions.

Polo Storico, established in 2016, is Lamborghini's in-house department dedicated to managing the company's entire historic heritage, including the restoration and certification of all Lamborghinis produced up to 2001, from the 350 GT to the Diablo. Another role assigned to Polo Storico is the reconstruction of spare parts for classic Lamborghinis, for which more than 200 new code numbers were produced in 2018 alone, enabling owners to use their vintage Lamborghinis with complete confidence. Added to this is the management of the archives, composed of the production files and the model designs, with the aim of using this know-how to keep classic Lamborghinis as original as possible.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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