



Press Release

## Lamborghini Taichung Opens New Showroom and Service Center Featuring All-New Design

- Lamborghini Taichung newly constructed building with total area near 359mq (3,860 sq ft) housing both showroom and service facility.
- Inaugurated in the presence of Automobili Lamborghini Chief Commercial Officer, Mr Federico Foschini and Automobili Lamborghini Chief Executive Officer Asia Pacific, Mr Matteo Ortenzi
- New brand environment showroom in line with expanded product model line-up to maximise brand sales of new Super Sport Utility Vehicle

*Taichung, 8 January 2019* – Lamborghini Taichung opens its brand-new Showroom and Service Center in Taichung; showing commitment to Taiwan market, and marking a new chapter of partnership with Gramus International Co. Ltd. for ten years and beyond.

Incorporating Lamborghini's revamped corporate design, the new showroom reflects the need for increased space as the company expands its model line-up with the market launch of its new Super Sport Utility Vehicle (SUV) last year.

The newly constructed complex spanning near 359mq (3,860 sq ft), houses both showroom and service facility. With location in Nantun District in Taichung, it is minutes away from highway, HSR train station and city center, provides a go-to destination for creative minds seeking unique lifestyle.

Mr. Federico Foschini says: "In 2018, Lamborghini has proven to be in consistently good shape. Delivering another all-time high for the eight consecutive year confirms the sustainability of our product and commercial strategy. Moreover just yesterday another milestone for the brand has been announced: the debut of the Lamborghini Huracán EVO. This showcases the start of product upgrading in the new year, and the brand strategy to simultaneously develop super sports car model lines as well as the Super SUV.

"Lamborghini is strong and highly-acclaimed worldwide, and our new dealership environment is a very tangible demonstration of this," said Mr. Matteo Ortenzi, Chief Executive Officer at Automobili Lamborghini Asia Pacific.

"We are committed to building a solid dealer network that clearly communicates our brand to loyal and new clients in both the way we look and the way we operate. Together, Lamborghini and our dealer partners are investing in a bright future together," added Mr. Ortenzi.

General Manager of Lamborghini Taichung Mr. Alex Chao added, "Endowed with the support of Lamborghini owners and enthusiasts, the brand new showroom simply reflects our confidence in Lamborghini's business here, especially now with the expanded model line-up and increase in sales with the recent launch of the new Super SUV."



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The new showroom exteriors are instantly recognizable by the illuminated Lamborghini shield on a black background that glows at night. Inside, the space is bright and clean, characterized by polygons, sharp forms, raw surfaces and a diffusion of light and color.

There are also opportunities for customers to literally 'touch and feel' the world of Lamborghini: a client lounge that includes a car configuration system to guide the customers through specifying their Lamborghini; product and Ad Personam areas that provide samples of exterior and interior finishes, allowing customers to physically touch and play with combinations of colors and materials, such as soft leathers or the appearance of carbon fiber.

An area dedicated to Accessori Originali displays aftersales enhancements allowing customers to explore product features. The Collezione Automobili Lamborghini range of clothing and accessories has also a dedicated area in the showroom.

The state-of-the-art service facility also reflects the need for increased space since the introduction of Urus to the model line-ups. With Gramus International Co. Ltd., the official dealer for Automobili Lamborghini in Taiwan, Lamborghini customers are well taken care of. The expanded service facility in Taichung with other Lamborghini service points in Taipei and Kaohsiung marks the completion of service network in Taiwan. From the north to south in Taiwan, every client is able to enjoy the best possible ownership experience that Lamborghini has to offer in both the best-in class services and products.

To celebrate the momentous occasion, distinguished guests such as, Automobili Lamborghini Chief Commercial Officer Mr. Federico Foschini, Automobili Lamborghini Chief Executive Officer of Asia Pacific Mr. Matteo Ortenzi, along with Lamborghini Taichung's General Manager Alex Chao attended the opening ceremony.

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