



Media Information

Automobili Lamborghini and the LEGO Group recreate the Lamborghini Sián FKP 37: the most powerful Lamborghini produced, in LEGO® Technic™

Sant'Agata Bolognese, 28 May 2020 - Automobili Lamborghini and the LEGO Group have partnered to produce the LEGO® Technic™ Lamborghini Sián FKP 37: a 3,696 piece, 1:8 scale model that embodies the unmistakable power and stunning looks of the hybrid Lamborghini super sports car.

Originally revealed at Frankfurt Auto Show 2019, the Lamborghini Sián's futuristic features are authentically recreated in the LEGO Technic model, including a replica of the V12 engine; a moveable rear spoiler; front and rear suspension; and steering powered by a wheel complete with the Automobili Lamborghini badge. The model boasts scissor doors, which open to reveal the intricately recreated cockpit, with a fully-functioning eight-speed sequential gearbox controlled by a movable paddle gearshift. The vivid lime-green colour and elegant golden rims of the LEGO Technic replica are available as colour and trim on the real Sián, with the model measuring over 5" (13 cm) high, 23" (60 cm) long and 9" (25 cm) wide.

"The LEGO brick is an icon in the same way as a Lamborghini super sports car", said Stefano Domenicali, Chairman and CEO of Automobili Lamborghini. "They both embody the pursuit of design perfection through constant research and development, create different emotions with every interaction, and are valued by generations. Each Lamborghini super sports car can be unique thanks to our Ad Personam personalization program and the specific driving style of each owner, just as LEGO bricks provide builders of all ages with endless possibilities for creation. This outstanding replica of the Lamborghini Sián FKP 37 from the LEGO Group presents a brilliant new building experience for both super sports car fans and LEGO enthusiasts and Lamborghini is privileged to share this opportunity with the LEGO Group."

Speaking about the visionary design, Niels. B. Christiansen, LEGO Group CEO, said: *"This new model truly encapsulates the pursuit of excellence embedded in the DNA of both Automobili Lamborghini and the LEGO Group. Both the 1:8 model and the reveal itself are feats of engineering innovation, pulled off by incredibly talented teams from across our two businesses. The LEGO Technic Lamborghini Sián FKP 37 is a true testament that with LEGO Technic, you can build anything your heart desires. I can't wait to build this authentic replica of this futuristic super sports car for real."*

Model owners can open the front hood of their LEGO Technic Lamborghini Sián to find a Lamborghini overnight bag, together with a unique serial number that unlocks special content. Proud owners can also scan a QR code in the building instructions to access an exclusive series of videocasts by Automobili Lamborghini and LEGO experts, exploring the inspiration behind the design of the original car and the LEGO Technic model. The LEGO Technic Lamborghini Sián FKP 37 comes in a unique box inspired by the iconic lines, signature headlight silhouette and eye-catching colour of the original Sián.



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The LEGO Technic Lamborghini Sián FKP 37 will be available directly from LEGO stores and LEGO.com/Technic-Lamborghini-Sian from 1 June, then in many retailers globally from 1 August 2020.

Photos and videos of Automobili Lamborghini: <http://media.lamborghini.com>

Photos and videos of the LEGO Technic Lamborghini Sián FKP 37: www.lego.com/campaigns/lamborghini-sian/media

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northern Italy.

Lamborghini currently produces two super sports car models, the V12-powered Aventador, launched in 2011, and the V10-powered Huracán, launched in 2014, along with the Urus Super SUV powered by a twin-turbo V8 engine, launched in 2017.

With 165 dealerships throughout the world, the company has seen global sales growth for the last nine consecutive years, with 8,205 cars delivered in 2019.

Over half a century Automobili Lamborghini created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions such as the Reventón, Sesto Elemento, Veneno and the Centenario. With the Lamborghini Sián FKP 37 unveiled in 2019, a few-off build of only 63 units, the company delivers unique new hybrid technologies, featuring the world-first application of a supercapacitor for hybridization, new materials technology, and unsurpassed Lamborghini performance.

About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries worldwide.

For more information, please contact media@LEGO.com

Or visit: www.LEGO.com



Media Information

Automobili Lamborghini S.p.A. Headquarters

Chief Marketing & Communication Officer
Katia Bassi
T +39-051 9597611

Head of Communication
Gerald Kahlke
T +39 051 9597611
gerald.kahlke@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product Media Events & Brand Extension
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jtc.uk.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com