



## Media Information

### **A record September for Automobili Lamborghini**

*Sant'Agata Bolognese, 2 October 2020* - Automobili Lamborghini has achieved a record September in terms of commercial results with 738 units delivered to customers in one month: its best September ever. A consistently positive trend over the last three months resulted in 2,083 units delivered to customers in the third quarter of 2020, illustrating the energy with which Lamborghini responded to a period of new challenges.

Despite a difficult year marked by the Covid-19 pandemic, Lamborghini has adopted opportunities to reorganize and manage business in the context of a new 'normal'. Although the company was the first in the automotive sector to close production and offices, putting people safety first, a dynamic return to business following the seven weeks' closure saw a rethinking of its medium-term business strategies.

The reopening saw the launch of three new models: the Huracan RWD Spyder, the Sián Roadster and the Essenza SCV12. The Italian super sports car company achieved important production milestones with 10,000 Urus and Aventador produced, as well as continuous growth on social media channels and the launch of a cultural project to support the country: With Italy, For Italy.

Stefano Domenicali, Chairman and CEO of Automobili Lamborghini says: *"I'm extremely proud of these results: they affirm the excellent work we have done over the years, maintaining our position as a highly aspirational, desirable and robust brand in the automotive world. Our team overcame a moment of significant uncertainty with great flexibility, foresight and readiness to react. We have experimented with new ways to connect with customers and enthusiasts, while continuing our drive to achieve new goals with a constant eye to the future: a distinguishing characteristic of Lamborghini."*

Photos and video: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.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](mailto:gerald.kahlke@lamborghini.com)

Brand & Corporate Communication  
Clara Magnanini  
T +39 051 9597611  
[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Product Media Events & Brand Extension  
Rita Passerini  
T +39 051 9597611  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Motorsport Communication  
Francesco Colla  
T +39 051 2156850  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Polo Storico & Heritage  
Massimo Delbò  
T +39 3331619942  
[massimo@delbo.us](mailto:massimo@delbo.us)

---

### Regional Offices

Europe, Middle East & Africa  
Emanuele Camerini  
T +39 342 567 5842  
[emanuele.camerini@lamborghini.com](mailto:emanuele.camerini@lamborghini.com)

Asia Pacific  
Silvia Saliti  
T +65 9651 8955  
[silvia.saliti@lamborghini.com](mailto:silvia.saliti@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +658711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

United Kingdom  
Juliet Jarvis  
T +44 (0) 7733 224774  
[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Japan  
Kumiko Arisawa  
T +81 804 606 0487  
[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)

North & South America  
Jiannina Castro  
T +1 703 3647926  
[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

Eastern Europe & CIS  
Tamara Vasilyeva  
T +7 925 503 6706  
[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.com)

Chinese Mainland, Hong Kong & Macau  
Nancy Rong 荣雪霏  
T +86 10 6531 4614  
[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)