



Lamborghini: organisational change in R&D department

Rouven Mohr new Chief Technical Officer, Maurizio Reggiani is appointed Vice President Motorsport

Sant'Agata Bolognese, 19 January 2022 - Automobili Lamborghini announces an organizational change in the Research and Development Department. Rouven Mohr is appointed Chief Technical Officer of Lamborghini and leaves his role as Head of Verification / Validation Whole Vehicle at AUDI AG in Germany. The handover takes place with Maurizio Reggiani, who, after a glorious career in the supercar industry, more than half of which was spent at the helm of Lamborghini's Technical Department, takes up current the strategic position of Vice President Motorsport at the company.

Maurizio Reggiani will be responsible for the next strategic direction of Lamborghini's entire motorsport division, which in recent years has taken off with some of the most important victories in GT championships. The move into the new position, at a time of transition for the racing sector towards an increasingly sustainable future, is therefore aimed at strengthening Squadra Corse Lamborghini in prestigious and highly competitive championships.

Stephan Winkelmann, Chairman and CEO of Lamborghini, comments: *"Maurizio Reggiani has been behind every fundamental decision that has enabled this company to achieve the today records. He was the father of Lamborghini's most successful models, from the Aventador to the Urus, from the Huracán to the Countach LPI 800-4, models that have become icons in the history of this brand or will soon become so. His pioneering vision has given continuity to Lamborghini's DNA, which has made the drive for innovation one of its founding values since 1963. Today, his deep and long experience in the automotive field will support one of the key strategic sectors, where we aim to continually increase our presence as protagonists. At the same time, we enthusiastically welcome Rouven Mohr back to the Lamborghini family, whose arrival comes at a crucial time of profound transformation for the company, in view of the upcoming electrification of the entire product range."*

Born in San Martino Spino (Modena) in 1959, Maurizio Reggiani was raised in the Motor Valley. He spent his professional life among high performance engines: first Maserati, where he began his career in 1982 in the department dedicated to engine design and development. Then Bugatti in Campogalliano, from 1987 to 1995, where he was responsible for the EB110 powertrain. Finally Lamborghini, where he joined in 1995 as Project Leader of the Murciélago, a role he held until 2001, when he was appointed Responsible of the R&D Powertrain and Suspension Division. In 2006 he was appointed Chief Technical Officer and in this role he defined the strategies behind the most important technological and design innovations of the V12, V10 and V8T models and the few-offs of the House of the Raging Bull, thus contributing to sustaining the commercial records of recent years with continuously successful products.



Media Information

Rouven Mohr was born in 1979 in Saarbrücken, Germany. After an engineering degree at the Technical University of Kaiserslautern and a phd in Numerical Mechanics, he joined Audi in 2008 within the R&D Department as Testing Engineer for Chassis Durability, before gaining increasing responsibility until his appointment in 2014 as Head of Project Management Whole Vehicle for Audi A3, TT, Q7 and Q8 models.

In 2017 he moved to Lamborghini, where he spent two years as Head of Whole Vehicle Development, overseeing the development of the Aventador, Huracán and Urus models, before returning to Audi as Head of Energy and Weight-Management. Lastly, in 2020 he was appointed Head of Verification/Validation Whole Vehicle, an experience that he now completes with a return to Lamborghini as Chief Technical Officer.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A. Headquarters

Head of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

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

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

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

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

Regional Offices

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

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

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

Asia Pacific, Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

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

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us