



## Media Information

### **Lamborghini Miami Debuts New Showroom**

#### **Record global sales for 2021, with Florida as the second largest sales region in the company's largest global market**

*Sant'Agata Bolognese /Miami, FL, January 28, 2022* - Automobili Lamborghini has unveiled its new design aesthetic with the reopening of the Lamborghini Miami showroom. The remodeled facility asserts the brand's commitment and new design direction for the future. Beginning with eye-catching exteriors, Lamborghini breaks the mold of the standard storefront and offers pure, modern, and state-of-the-art design that is consistent with Lamborghini's core values.

Last night's celebratory event at 14780 Biscayne Blvd, North Miami Beach, FL 33181 was attended by the brand's Chairman and Chief Executive Officer Stephan Winkelmann alongside dealer principal, Brett David, and showcased Lamborghini's new design aesthetic and full model range for a select group of VIP guests.

*"Florida continues to be one of Lamborghini's strongest markets" said Winkelmann. "This new corporate identity will help to enhance the experiences of the loyal customers, while transitioning the company to a new era of electrified cars beginning in 2023."*

In addition to the unveil of the new corporate identity design, the Italian marque has announced another record-setting year in terms of sales. The United States remains the largest single market globally with a total of 2,472 vehicles delivered in 2021, which is an increase of 11% over 2020. The best performing market in the United States is California, which represents 26% of total U.S. sales, followed by Florida at 19%. The Super SUV Urus and the all-new flagship V12 Aventador Ultimae and V10 Huracán STO will help catapult a new sales dimension in 2022.

*"With our new state-of-the-art showroom, a new chapter of Lamborghini Miami is being written," comments David. "The DNA of Lamborghini lives within our family, and we are so proud to be a part of this incredible legacy and continue my Father's dream."*

The new retail experience was built with a high level of customization in mind. Characterized by polygons, sharp forms, raw surfaces and a diffusion of light and color, Lamborghini Miami provides a 360-degree retail experience to its customers that is representative of Lamborghini's modern and cutting-edge aesthetic. An Ad Personam area provides samples of exterior and interior finishes to customize each vehicle, allowing for clients to outfit their Lamborghini of choice with a plethora of combinations of colors and materials. Bespoke options include soft leathers, carbon fiber accents and special paint colors, among other selections. While the full range of Lamborghini models remain on prominent display, vibrant video walls give clients insight into the world of Lamborghini. The Collezione Automobili Lamborghini area features a dedicated space for Collezione Automobili Lamborghini clothing and accessories, available for purchase in store or online.

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

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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