



## Media Information

### Lamborghini expands in Sweden

#### Official opening of new Stockholm showroom

*Sant'Agata Bolognese/Sweden, May 10, 2022* – Automobili Lamborghini has officially opened a new showroom in Stockholm: this second dealership for Sweden in the capital joins Lamborghini's first successful franchised location in Malmö, in the south of the country. Both dealerships are operated by Semler Premium, a specialist luxury and super sports automotive retail group.

"This is an important expansion for Lamborghini in our Scandinavian market, which has seen a strong and consistent growth in sales and brand enthusiasm over the last decade," said Francesco Cresci, Automobili Lamborghini EMEA Regional Director, who attended the showroom's official inauguration event attended by over 100 invited clients and VIPs. "This second dealership creates an expansive Lamborghini environment for our growing number of Swedish clients, who are enthusiastic about the Huracán Tecnica unveiled here as well as our super sports models and of course, the Urus Super SUV."

Housed in a brand-new facility, the new Stockholm showroom and aftersales center are situated just north of Stockholm off highway E4, making it easy to access from both the city center and Arlanda airport.

"Our new dealership in Stockholm is only the beginning of our investment in the Scandinavian market. We're seeing increasing demand for Lamborghini products in our region, and our new showroom brings the experience closer to both existing and future Scandinavian Lamborghini owners," commented Johan Mårtensson, Country Manager at Semler Premium Sweden, authorized dealer.

The new 424-square meter showroom is designed as a 360-degree experience for the car enthusiast. Lamborghini-trained experts guide customers through a wide range of new and pre-owned Lamborghini models with a special area for Ad Personam, the customization program that lets owners personalize their new car with virtually limitless paint possibilities as well as leathers, custom stitching, carbon fiber elements and many more exclusive options. The new dealership's authorized service center also provides owners in the region with full aftersales facilities.

"Our ambition with the Stockholm showroom is to create the ultimate destination for the existing and future Lamborghini enthusiast. It's an experience center where we welcome prospective clients and those wanting to appreciate the fantastic sports cars in Lamborghini's range: it's a place where you can find inspiration for your future dream car," added Johan Mårtensson.

There are now 74 Lamborghini Dealerships in the EMEA region, with 179 at a global level.

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



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



### Automobili Lamborghini S.p.A. Headquarters

Head of Communication

Tim Bravo

T +39 051 9597611

[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Motorsport Communication

Francesco Colla

T +39 051 2156850

[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Brand & Corporate Communication

Clara Magnanini

T +39 051 9597611

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Polo Storico & Heritage

Massimo Delbo

T +39 3331619942

[massimo@delbo.us](mailto:massimo@delbo.us)

Product & Brand Extension Communication

Rita Passerini

T +39 051 9597611

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

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### Regional Offices

Europe, Middle East & Africa

Emanuele Camerini

T +39 342 567 5842

[emanuele.camerini@lamborghini.com](mailto:emanuele.camerini@lamborghini.com)

United Kingdom

Juliet Jarvis

T +44 (0) 7733 224774

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Asia Pacific, Chinese Mainland, Hong Kong & Macau

Ma Weichao (Ms.) 马唯超

T +86 138 1009 5399

[weichao.ma@lamborghini.com](mailto:weichao.ma@lamborghini.com)

Japan

Yasuki Yamagishi

T +81 801 1343 7756

[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)

South-East Asia & Pacific

Alethea Tan

T +658711 1329

[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

North & South America

Jory Wood Syed

T +1 332 220 5217

[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)