



Media Information

Lamborghini Monaco debuts new showroom

Official opening of new dealership in the Principality of Monaco

Sant'Agata Bolognese/Monaco, May 16, 2022 - Automobili Lamborghini has inaugurated a new Monaco dealership. Located in the center of the principality of 40,000 inhabitants, the new location fits the latest design and corporate identity that distinguishes the Lamborghini brand worldwide.

"Iconic Monaco, with its strong automotive and motorsport connotations, deserves the best of design and customer experience," said Stephan Winkelmann, Chairman & CEO of Automobili Lamborghini who attended the showroom's official opening event where over 120 invited guests gathered. *"The new dealership in the principality enhances our Monegasque clients' experience of our highly attractive product range, with a destination now appropriately located in the center of Monaco."*

A highly-exclusive and limited series range of cars was displayed outside during the opening event, including the Reventón Roadster produced in only 20 units; the iconic Countach LPI 800-4; and Lamborghini's first hybrid super sports car, the Sián FKP 37. Completing the line-up was the Aventador LP 780-4 Ultimae: the final, purest, timeless naturally-aspirated production V12 from Sant'Agata Bolognese. Inside, the latest V10 Lamborghini was presented to guests, the Huracan Tecnica.

The new Monaco dealership is housed in a 218 square meter space at 24 Avenue de Fontvieille. It is divided into two areas where prospective clients can explore the product range or create their own entirely personalized new car configuration in the Ad Personam lounge, choosing from virtually limitless paint possibilities as well as leathers, custom stitching, carbon fiber elements and many more exclusive options. The Monaco showroom uses the brand's latest technologies within an intimate space that provides a 360-degree experience for the car enthusiast, while Lamborghini-trained experts guide customers through new and pre-owned Lamborghini models, together with service drop-off, pick-up and delivery.

"This grand opening epitomizes a momentum for Groupe Segond," said Stephane Colmart, COO for Automotive Division. *"The collaboration between Lamborghini and the Segond Automobiles Group started in 2015 with the inauguration of our first Lamborghini franchise in Cap d'Ail. Today the story continues a few meters away, with our outstanding new location in Monaco, tailor-made to house automotive masterpieces while offering the most refined services to our discerning clientele."*

Guests and VIPs at the official event enjoyed the creations of Chef Mauro Colagreco, known as Chef of three-star Michelin Mirazur Restaurant in nearby Menton; the event concluded in a musical lounge evening with saxophone performance.



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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