



Automobili Lamborghini owners celebrate privilege of Lamborghini Countach LPI 800-4 ownership

Exclusive customer journey through art and experience

Sant'Agata Bolognese, 6 July 2022 - As the 112 Countach LPI 800-4 owners-to-be around the world start to take delivery of their new cars from April 2022, they are also enjoying a series of exclusive ownership and experiential elements to mark ownership of a car that is one of the most emblematic few-offs in the history of Lamborghini.

Lamborghini's commitment to the purchasing experience is, as always, more than just waiting for delivery of a new car, and has created a contact program designed to make the customer experience unique and complete.

The 112 owners of the Countach LPI 800-4, which was already sold out before the official launch last August at Pebble Beach, will not only have the privilege of driving a piece of automotive history reinvented for the future, but will also receive a series of special collectors' item gifts, which make delivery of the car even more memorable. Each item is certified and numbered, celebrating skilled craftsmanship and innovation: the items are not for sale, and are dedicated and delivered exclusively to Countach LPI 800-4 customers.

On signing their order, owners of the Countach LPI 800-4 received a congratulatory letter from Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. A collectors' item in its own right, the elegant letter's papermaking techniques feature an intricate interplay of laser-engraved solids and voids, constructing and deconstructing the silhouette of the Countach LPI 800-4, and bearing the CEO's message of sincere congratulations.

In the initial months of waiting, Countach LPI 800-4 customers received one of 112 numbered replicas of an exclusive painting created, as per tradition, by Mateusz Wowk, exterior designer and artist at Lamborghini's Centro Stile, led by the Head of Design, Mitja Borkert. With the original work created on a large canvas in Sant'Agata Bolognese, the painting was digitally captured using gigapixel technology: one of the most advanced digital acquisition technologies adopted by museums. The work was then replicated in large format on canvas to reproduce the typical materiality of Mateusz's brushstrokes and a classic example, typical of Lamborghini, in which art takes shape through ultra-high-tech processes.

Countach LPI 800-4 owners enjoy the further anticipation of receiving further unique items via the Lamborghini dealer network, involving internationally renowned artists as well as Italian artisans who represent the pinnacle of Italian creativity: Lamborghini enthusiasts can also share the pleasure of these works of art, on wheels or otherwise, through the social media posts that Lamborghini owners generously delight in sharing.



Media Information

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

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

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

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

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

Regional Offices

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

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

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

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

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 +65 8711 1329
alethea.tan@lamborghini.com