



The Lounge Porto Cervo: Lamborghini DNA and exclusive lifestyle

Pop-up lounge open until September 11

Sant'Agata Bolognese/Porto Cervo, July 18, 2022- Automobili Lamborghini takes its exclusive and luxurious DNA back to Sardegna for the fourth summer in a row creating a temporary Lounge. The Lamborghini Lounge, located on Promenade du Port in via Porto Vecchio, will remain open to owners and new customers upon appointment, until September 11 and test drives of the e Urus Super SUV and Huracán product range to enrich the experience.

The Lounges, both permanent (such as New York and Tokyo) or temporary are points of reference for VIP customers and guests, combining Lamborghini lifestyle, brand DNA and showing the latest products such as the newly-launched Huracán Tecnica. During this summer the space will be used to welcome back owners and meet new customers in exclusive events, surrounded by daily driving activities on some of Sardinia's most beautiful roads, along the scintillating Costa Smeralda.

The Lounge, in its 600-square-meter considering inside area and the private patio, is creating an immersive and 360° brand experience into the distinctive Lamborghini lifestyle DNA via several elements part of the living, designed accessories and Automobili Lamborghini branded projects developed with several partnerships.

From the living area to the first Lamborghini NFT project representing Aventador Ultimae [1] lifting off toward the stars and paired to the Space Key, to the Lamborghini Tecnomar Yacht scale model of the speed boat winning the International Yacht & Aviation Awards, to Ad Personam - the dedicated area to the most demanding Lamborghini customers where to release creativity while creating their unique super sports car. The Ad Personam Studio is crucial for a brand with more than 400 colours in its portfolio - in this dedicated area exterior colors, interior upholsteries, finishes and details of every new Lamborghini can be admired in a vast assortment of samples and using the virtual configurator with a product specialist.

In and outside the Lamborghini Lounge, the cars are main stars - not only static but also dynamic available for test drives - are representing the V8 and the essence of V10 engine. Inside, the Huracán Tecnica [2] displayed in Verde Selvans, representing the perfect combination of the main attributes of Huracán EVO RWD and Huracán STO - is the match between design and technical purity for lifestyle fun and driving performance on road and track.

[1] Fuel consumption and emission values of Aventador LP 780-4 Ultimae Roadster - Fuel consumption combined: 18.0 l/100km ; CO2-emissions combined: 442 g/km (WL TP)

[2] The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage

[3] Fuel consumption and emission values of Huracán STO- Fuel consumption combined: 13,9 l/100km; CO2-emissions combined: 331 g/km (WL TP)

[4] Fuel consumption and emission values of Urus - Fuel consumption combined: 12, 71/100km; CO2-emissions combined: 325 g/km (WL TP)



Media Information

On the opposite side, the Huracán STO [3] is displayed as it was launched in Blu Laufey and Arancio California, also the most popular STO color combination among customers. The road homologated super sports car inspired by Lamborghini racing heritage served as inspiration of some of the technical features adopted by the latest member of the V10 family, the Huracán Tecnica.

The test drive line-up includes the emotional Super Trofeo Omologata in Arancio Alberich and the colorful Super SUV Urus [4] in Blu Aegir, the most sold model since its introduction to the market. With their sportiness, they deliver best performance one side and make the driver experience the perfect handling on all road surfaces on the other.

Foto e video: media.lamborghini.com

Informazioni su Automobili Lamborghini: www.lamborghini.com



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 333619942
massimo@delbo.us

Product & Brand Extension Communication

Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Regional Offices

Europe, Middle East & Africa

Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

United Kingdom

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

Asia Pacific

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

North & South America

Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

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