



Media Information

Lamborghini Munich Debuts new showroom

A renewed dealership for next-generation luxury vehicles

Sant'Agata Bolognese/Munich, 29 July 2022 - Automobili Lamborghini has officially opened its new showroom in Munich. The totally renewed location features a state-of-the-art design in the Lamborghini brand's signature global corporate identity, underscoring the brand's commitment and new design direction for the future in Munich.

The celebratory event, which took place last night and was attended by Stephan Winkelmann, Chairman and CEO of the brand, and Managing Director MAHAG Sportwagen Martin Lohmann. Together they presented Lamborghini's new design aesthetic and entire model range - including the newly-launched Huracán Tecnica [1] - to a hand-picked group of VIP guests.

"Munich, as a major city with an affinity for Italian sports cars, is and remains one of the strongest cities for Lamborghini," said Winkelmann. "The new Lamborghini showroom with its new corporate identity will help to further enhance the quality of experience for our loyal customers and to welcome new ones here in Munich and the surrounding area. At the same time, it will accompany our company into the new era of electrified cars, which begins in 2023."

"With our new state-of-the-art showroom, Lamborghini Munich is writing a new chapter in its history," says a delighted Martin Lohmann. "The collaboration between Lamborghini and MAHAG began back in 2008 with the opening of our first showroom at the same location. Today, we are writing another chapter in this history with our outstanding showroom here. This is tailor-made for Automobili Lamborghini vehicles and offers our discerning clientele a corresponding range of services."

The new 474 square metre location is located at Leonrodstrasse 44, 80636 Munich, (Germany) and the new brand experience has been designed with a high degree of customisation in mind. In the premises, prospective customers can get to know the product range or create their customised configuration in a reserved Ad Personam area: as part of the personalisation programme, owners have almost unlimited paint options as well as leather, special stitching, carbon fibre elements and many other exclusive options for their new vehicle. The showroom, equipped with the brand's latest technologies, offers vehicle enthusiasts an exclusive all-round experience, while Lamborghini-trained experts guide customers through a wide selection of new and pre-owned Lamborghini models.

Many guests and VIPs were welcomed in a pleasant atmosphere with a clear Italian touch and enjoyed the creations of the city-renowned caterers RIZE Culinary (burrata specialists), Bobby Bräuer (couture hot dogs), Florian Kopp & Sascha Müller (original pizza napoletana), Cihan Anadolglu (Kagoshima Wagyu meat experts), Alexa Hader (famous desserts) and Daniel Kurosh as sommelier. The event finally came to a close with musical summer vibes.

In addition to Munich, Automobili Lamborghini is currently represented in the strategically most important regions of Germany with a network of 10 authorised dealers in Berlin, Düsseldorf, Frankfurt, Hamburg,

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



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Cologne, Leipzig, Nuremberg, Stuttgart and Singen. Lamborghini currently has 74 dealerships in the EMEA region and 174 worldwide.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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