



Press Information - Automobili Lamborghini S.p.A.

Automobili Lamborghini S.p.A. is known for innovative, dynamic and highly passionate luxury Super Sports Cars and the first Super SUV in history. The Italian brand, headquartered in Sant'Agata Bolognese in Northern Italy, is part of the Audi Group since 1998.

The Company

The "Terra di Motori," the land of engines in the Emilia-Romagna region in northern Italy, is a region of high technology culture and tradition; no other part of the world is so strongly influenced by a passion for fascinating high-powered engines. Sant'Agata Bolognese, around 25 km (15.5 miles) north of Bologna, has been the home of Lamborghini ever since the company was founded by Ferruccio Lamborghini in 1963.

Today, 1,585 employees work at the brand's headquarters in Sant'Agata Bolognese where the two super sports cars Aventador* and Huracán*, as well as the Super SUV Urus* are currently produced on three assembly lines. More than 500 assembly line workers, technicians and highly qualified specialists have been hired since 2014.

The new Urus* also brought a substantial increase in the dimension of company's production site, expanding it from 80,000 m² to 160,000 m². The new production facility houses a new assembly line dedicated to Urus*, the new finishing department for all Lamborghini models, and a new office building with LEED Platinum certification: the highest standard in the world for energy and environmental certification in building design and construction. The project was achieved without neglecting Lamborghini's commitment to environmental sustainability: the entire production facility in Sant'Agata Bolognese maintains the carbon neutral certification obtained in 2015.

The new Industry 4.0 assembly line, dedicated entirely to the Super SUV Urus*, is called "Manifattura Lamborghini" as our expression of Industry 4.0 and integrates new production technologies to support workers in assembly activities. Manifattura Lamborghini is characterized by four basic principles: craftsmanship, competencies and specialization, production process, ergonomics and safety.

Historical and Contemporary Models

The twelve-cylinder engine, a crowning achievement of engine design, is inseparably associated with the brand. Already the first Lamborghini model like the 350 GT drove off the assembly line with a V12 that was highly innovative at its time. In the company's first years, this engine with its 3.5 liters of displacement and 280 hp constituted the foundation for continual increases in power and more advanced development.

Looking back on the past 50 years, one model stands out as the ultimate classic Lamborghini – the **Miura**. Built from 1966 to 1972 in Sant'Agata Bolognese it was the first Lamborghini to bear

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a name from the world of bullfighting. The two-seater was one of the most powerful cars of its time with up to 283 kW (385 hp) in the late SV version. Its ultra-flat body concealed innovative technology – a transversely mounted V12 made the Miura the first street legal mid-engine super sports car of modern imprint.

In 2016, Automobili Lamborghini has celebrated the 50th anniversary of the Lamborghini Miura with special initiatives dedicated to its customers and fans, as well as the Aventador Miura Homage, a special edition of the Aventador Coupé that pays tribute to the Miura.

The successor to the Miura was even more extreme – the **Countach** was in the product line-up from 1974 to 1990. Its styling was based on the strict use of wedge-shaped lines and the longitudinally mounted V12 mid-engine proved to be timeless. In the Diablo, which followed the Countach, large sections of the body were made of carbon fiber reinforced polymer (CFRP) for the first time – a high-end material in which the brand has continually built up its competence starting from the mid 1980's right up to today. The Diablo VT of 1992 was the first Lamborghini to offer all-wheel drive, which is now a standard feature of all Lamborghini models.

In the V12 series, the Diablo was followed by the Murciélago in 2001 and the Lamborghini Reventón was presented in 2007 in an exclusive limited series.

The **Aventador**, successor of the Murciélago, made its debut in 2011, and at the beginning of 2013, the brand introduced an open-top version. A key component of its technology package is the CFRP monocoque, made in-house with the characteristic scissor doors. Its drive unit is an extremely high-revving and torque-strong naturally aspirated V12 engine with 6.5 liters of displacement and 515 kW (700 hp) of power. The cylinder deactivation system (CDS) and the innovative Stop & Start system with high-performance capacitors, known as supercaps, enhance its efficiency.

The **Lamborghini Veneno**, the exclusive model from the 2013 International Geneva Motor Show utilizes CFRP high-end material. It was sold exclusively in three units as coupé version. With its 552 kW (750 hp) of power and excellent aerodynamic efficiency, this Lamborghini is a race car for the street. At the end of 2013, the Roadster Version was presented in Abu Dhabi on the Italian aircraft carrier Cavour as the excellence of Italian car industry and sold in nine units.



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Current product range

The Aventador S*, which succeeds the Aventador, boasts a new aerodynamic design, a redesigned suspension system, greater power and a completely reinvented driving dynamic. “S” is the suffix used for the improved versions of pre-existing Lamborghini models and it sets the new standard for the V12 Lamborghini Aventador. Presented in December 2016, the Lamborghini Aventador S* sports a 6.5-liter, V12-cylinder naturally aspirated engine with an output of 40 HP more than the previous model, for a maximum power output of 740 HP. It leaps from 0 to 100 km/h in 2.9 seconds and can reach a top speed of 350 km/h. Since September 2017, its open version, the Aventador S Roadster*, is adding a new dimension in driving enjoyment.

At the Geneva Motor Show 2016, Automobili Lamborghini presented the Lamborghini Centenario*, in the year the company celebrates the centenary of founder Ferruccio Lamborghini’s birth. Only 20 coupé and 20 roadster versions of the Centenario are produced and all 40 cars were already sold at its presentation, at a start price of 1.75 million euros plus tax.

Using the V12 architecture the Centenario* continues Lamborghini’s one-off strategy and demonstrates Lamborghini’s innovative design and engineering competencies.

The Huracán*, presented at the Geneva Motor Show in 2014, is the successor of the Gallardo. With its pure design, breathtaking performance and an excellent level of quality, the Huracán guarantees a dynamic experience that is second to none. With a power/weight ratio of just 2.33 kilograms per HP, the V10 model is capable of extraordinary performance. Maximum speed is over 325 km/h and it accelerates from 0 to 100 km/h in 3.2 seconds and from 0 to 200 km/h in 9.9 seconds.

The Huracán range consists of Coupé and Spyder versions, both available with all-wheel-drive and rear-wheel drive. The Huracán Performante*, the most recent Lamborghini super sports car, was presented at the Geneva Motor Show 2017. Combining new lightweight technologies, active aerodynamics with aero vectoring and a new set-up of chassis, all-wheel-drive system and further improved powertrain, the Performante set many new lap records on international race tracks.

In November 2017, Lamborghini, in collaboration with two laboratories of the Massachusetts Institute of Technology in Boston, gave an outlook onto a possible future Lamborghini electric super sports car. The concept car, Lamborghini Terzo Millennio, physically imagines design and technology theories of tomorrow, while sustaining the visual intrigue, breath-taking performance and emotion found in every dimension of a Lamborghini.

The world premiere of the Super SUV Urus in December 2017, and its market introduction starting from summer 2018, marks a new era in the 55-year history of the brand.

The Urus* is the third model in Lamborghini’s product range, creating a new niche in the luxury segment with benchmarking power, performance and driving dynamics, unparalleled design, luxury and daily usability. Delivering additional growth and significant opportunities across the marque, it will also determine a substantial increase in the production capacity of the factory. Over the lifecycle of the new vehicle, Lamborghini invests hundreds of millions of Euros and hired more than 500 new employees since 2014. In terms of volumes, sales of over 3,500 Lamborghini SUVs per year are forecasted, a figure which represents a doubling of the company’s current sales volumes.



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Record year 2017 - 3,815 cars delivered to customers worldwide

With 145 dealers serving 50 countries, worldwide deliveries to customers in 2017 increased from 3,457 to 3,815 units. This represents a double digit sales growth of 10% compared to the previous year. With a sustained sales growth performance over seven years, the company has almost tripled its sales numbers since 2010 (1,302 units).

Lamborghini is a global brand and sales distribution is well-balanced among the three regions, which each account for approximately one third of global sales. All regions set historic sales records in 2017 and contributed to the sales growth compared to the previous year: EMEA "Europe, Middle East, Africa" (1,477/+18%), America (1,338/+4%) and Asia Pacific (1,000/+9%).

With 1,095 units, the USA remains the largest single market, followed by Japan (411), UK (353), Germany (303), Greater China (265), Canada (211) and the Middle East (164). Most of them increased deliveries significantly and marked national historic sales records. Also both major model lines achieved record sales, thus contributing to the growth. The sales of the V12 model Lamborghini Aventador* grew by 6% from 1,104 to 1,173 units. Even stronger was the sales increase of the V10 model Lamborghini Huracán*, growing by 12% from 2,353 to 2,642 units.

Lamborghini Ad Personam

Ad Personam is the company's customization program, which enables each customer to create his or her very own Lamborghini. This is possible either at the dealerships worldwide or in the Ad Personam Studio located in the heart of the company's production facility in Sant'Agata Bolognese. Ad Personam began in 2006 and was expanded in 2013 with the creation of a dedicated team consisting of representatives from the company's principal departments. The goal of the Ad Personam group of specialists is to provide a tailored consulting service that aids each customer in choosing colors, materials, trim and accessories, which meet the stylistic criteria of the Lamborghini marque and are consistent with its stringent quality and safety standards. In 2017, more than 50% of Lamborghini super sports cars delivered were customized with the Ad Personam, a percentage that has grown over the past years.

Lamborghini Polo Storico

In March 2017, Automobili Lamborghini officially opened its new Polo Storico facility, a center dedicated to Lamborghini classic cars and the preservation of Lamborghini heritage. In the new facility Polo Storico receives classic Lamborghini owners from all around the world and supports historic models and Lamborghini's heritage through four main areas: restoration of historic Lamborghini models, archive management, original Lamborghini spare parts and official certification of Lamborghini historic cars.

Lamborghini Museum

In 2017, the Lamborghini Museum in Sant'Agata Bolognese also registered a record year in terms of visitors. More than 100,000 enthusiasts visited the premises situated inside the Lamborghini factory in 2017. The Museum is open daily, including Sundays, from 9.30 am to 7 pm, and special exhibitions run alongside the permanent collection of historic Lamborghini models.



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Lamborghini Motorsport

In September 2017, Lamborghini Squadra Corse, the motorsport department of Automobili Lamborghini, unveiled the new Huracán Super Trofeo EVO. The new race car raises the already high standards of the previous model with entirely redesigned aerodynamics, new devices to improve safety, and several improvements to its mechanics and electronics. The developments combine to offer drivers and teams an efficient and highly professional race car, which makes its track debut at the three continental series in Europe, Asia and North America from spring 2018.

During the customer GT racing season 2017, the Lamborghini Huracán GT3 won eight championship titles: Blancpain GT Series Overall, Drivers' title and Team Endurance Cup; International GT Open Team and Drivers' titles; Italian GT Championship Pro Drivers; ACO GT3 Le Mans Cup Overall; British GT Championship Team title.

In January 2018, Lamborghini won the Daytona 24 hours. After 24 hours and 750 laps, the #11 Grasser Racing Team Lamborghini Huracán GT3 conquers the 56th edition of the famous endurance race at the Daytona International Speedway in the GTD class.

Images and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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Facts and Figures

AUDI AG

Chairman of the Board of Management:	Rupert Stadler
Chairman of the Supervisory Board:	Matthias Müller
Employees (AUDI AG):	61,172
Employees (Audi Group):	91,231
Deliveries to customers (2017):	1,878,100 automobiles of the Audi brand
Production (2017):	1,879,840 automobiles (including Lamborghini and CKD)

(all information as at December 31, 2017)

Automobili Lamborghini S.p.A., Sant'Agata Bolognese

Chairman and CEO:	Stefano Domenicali
Models in current production*:	Lamborghini Huracán Coupé Lamborghini Huracán Spyder Lamborghini Huracán RWD Lamborghini Huracán RWD Spyder Lamborghini Huracán Performante Lamborghini Aventador S Coupé Lamborghini Aventador S Roadster Lamborghini Urus
Employees (Automobili Lamborghini S.p.A.):	1,585
Production :	4,056 automobiles

(all information as at December 31, 2017)



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Fuel consumption of the models named above*:

Fuel consumption figures Lamborghini Huracán:

Combined fuel consumption in l/100 km: 14,5 (16.2 US mpg)

Combined CO₂-emissions in g/km: 330 (531.1 g/mi)

Fuel consumption figures Lamborghini Huracán Spyder:

Combined fuel consumption in l/100 km: 14,6 (16.1 US mpg)

Combined CO₂-emissions in g/km: 333 (535.9 g/mi)

Fuel consumption figures Lamborghini Huracán RWD:

Combined fuel consumption in l/100 km: 14,3 (16.4 US mpg)

Combined CO₂-emissions in g/km: 327 (526.3 g/mi)

Fuel consumption figures Lamborghini Huracán RWD Spyder:

Combined fuel consumption in l/100 km: 14,5 (16.2 US mpg)

Combined CO₂-emissions in g/km: 332 (534.3 g/mi)

Fuel consumption figures Lamborghini Huracán Performante:

Combined fuel consumption in l/100 km: 13,7 (17.2 US mpg)

Combined CO₂-emissions in g/km: 314 (505.3 g/mi)

Fuel consumption figures Lamborghini Aventador S Coupé:

Combined fuel consumption in l/100 km: 16,9 (13.9 US mpg)

Combined CO₂-emissions in g/km: 394 (634.1 g/mi)

Fuel consumption figures Lamborghini Aventador S Roadster:

Combined fuel consumption in l/100 km: 16,9 (13.9 US mpg)

Combined CO₂-emissions in g/km: 394 (634.1 g/mi)

Fuel consumption figures Lamborghini Centenario:

Combined fuel consumption in l/100 km: 16 (14.7 US mpg)

Combined CO₂-emissions in g/km: 370 (595.5 g/mi)

Fuel consumption figures Lamborghini Centenario Roadster:

Combined fuel consumption in l/100 km: 16 (14.7 US mpg)

Combined CO₂-emissions in g/km: 370 (595.5 g/mi)

Fuel consumption figures Lamborghini Urus:

Combined fuel consumption in l/100 km: 12,3 (19.1 US mpg)

Combined CO₂-emissions in g/km: 279 (449 g/mi)

*Fuel consumption and CO₂ emissions figures given in ranges depending on the tires/wheels used. Further information on official fuel consumption figures and the official specific CO₂ emissions of new passenger cars can be found in the "Guide on the fuel economy, CO₂ emissions and power consumption of all new passenger car models," which is available free of charge at all sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, Germany (www.dat.de).