



## Press Release

### **New Lamborghini SUV: Production in Sant'Agata Bolognese and investment of hundreds of millions of Euros**

#### **Lamborghini prepares for a new era**

Rome/Sant'Agata Bolognese, 27.05.2015 - Automobili Lamborghini announces a luxury SUV as a third model to join its product range. The market introduction of the series model is planned for 2018. A concept of the car was first presented as the Lamborghini Urus in 2012 at the Beijing auto show.

The new vehicle will be produced in Sant'Agata Bolognese and will herald additional growth and significant opportunities across the marque with the expansion of the product range. It will also determine a substantial increase in the production capacity of the factory. Over the lifecycle of the new vehicle the company will invest hundreds of millions of Euros.

The project will be realized due to the joint commitment of several parties involved, including Volkswagen Group with AUDI AG as Lamborghini shareholder, the Italian Ministry of Economic Development, Invitalia (Italian national agency for inward investments and economic development), Emilia Romagna Region, the Union Representatives and the entire Automobili Lamborghini team.

Automobili Lamborghini President and CEO Stephan Winkelmann declares: *"This is a proud moment for everybody in Lamborghini. The introduction of a third model line endorses the stable and sustainable growth of the company and signifies for us the beginning of a new era."*

*He adds: "The new SUV will be made in Sant'Agata Bolognese, demonstrating our commitment to safeguarding the values of 'Made in Italy' worldwide."*

Production of the new Lamborghini SUV in Sant'Agata Bolognese will see significant development of the factory site, increasing from the current 80,000 square meters to an area covering ca. 150,000 square meters. The project will include the construction of new facilities, such as a new production line, warehousing and enlargement of the R&D department. The addition of a third model line will also provide important opportunities for the supplier network in Italy and internationally, and have a strong impact on human resources: Lamborghini intends to hire 500 new employees.

Rupert Stadler, Chairman of the Board of Management Audi AG states: *"Lamborghini, Italdesign Giugiaro and Ducati have developed very successfully under Audi parentage, and kept their Italian identity. With the decision to produce the Lamborghini SUV in Sant' Agata Bolognese we have*

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*proven once more our commitment to Italy as an important automotive industrial nation."*

Luca de Meo, Board Member for Sales and Marketing Audi AG underlines: *"Lamborghini is today one of the world's most exclusive brands. We at Audi are very proud of all our Italian subsidiaries. I am delighted at this outcome for both Lamborghini and Italy, and thank the Italian government for their collaboration in helping to make this possible."*

A luxury SUV sees Lamborghini challenging an unexploited, fast-growing and fascinating car segment, and expanding its clientele significantly. These will include Lamborghini super sports car customers who to date have driven SUV models from other brands, as well as families and customers new to the Lamborghini marque. Distribution of volumes will be well balanced among the three major sales regions: EMEA, the Americas and Asia Pacific. Target markets will be primarily the USA, China, the Middle East, United Kingdom, Germany and Russia. The annual volumes will be around 3,000 vehicles and will double the company's current sales performance.

### **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in North-eastern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva Motor Show in 2014, is the successor to the iconic Gallardo and, with its innovative technology and exceptional performance, it redefines the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4 and the Aventador LP 750-4 Superveloce are the new benchmark in the world of luxury super sports cars with the V12 engine. With 130 dealerships throughout the world, Automobili Lamborghini, in half a century, has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series including Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the 50<sup>th</sup> birthday of the company in 2013.

For further photos and video material, please visit our websites:  
[www.media.lamborghini.com](http://www.media.lamborghini.com) and [www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini)

For further information on Automobili Lamborghini, please visit our website:  
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