



## Press Release

### Automobili Lamborghini makes 2015 the best year in company history

- **Global sales exceed 3,000 units for the first time and increase by 28% to 3,245 super sports cars**
- **Turnover increases by 39% to 872 million euro**
- **Positive yield with continued profitable growth**
- **Introduction of five new models to the market**
- **Decision to produce new third model series brings with it double the production space and creation of new jobs by 2018**
- **Very positive outlook for 2016**

*Sant'Agata Bolognese, 3.3.2016* – Over the course of the past fiscal year 2015 (31.12.2015) Automobili Lamborghini S.p.A. achieved historic highs in the main corporate figures. Global sales of Lamborghini super sports cars increased by 28% from 2,530 to 3,245 units. This growth represents not only an increase in volumes compared to the previous year, but a considerable gain. In fact, the company exceeded its previous threshold of more than 3,000 units sold worldwide.

Turnover increased exponentially from 629 to 872 million euros. This represents an increase of 39%, due to strong sales growth generally and a substantial contribution to total sales worldwide from high-value V12 Lamborghini Aventador derivatives.

Lamborghini is earning profits and continues on a sustained growth path. All new projects are financed out of the cash-flow.

"In 2015 we achieved business growth for the fifth year in a row and historic highs with key figures. We have also made wide-reaching strategic decisions that will facilitate the company's mid and long-term success in global luxury automobile markets," says Lamborghini President and CEO, Stephan Winkelmann.

The Huracán LP 610-4 made 2015 the most successful year in history for deliveries of V10-engined Lamborghini models. In its first full year on the market, a total of 2,242 Huracán units were delivered to customers. In the first 18 months following its market introduction, Huracán deliveries were 70% higher than those of its predecessor, the Gallardo, in the same period after market introduction.

Deliveries of coupé and roadster versions of the twelve-cylinder Aventador LP 700-4, as well as the new Aventador LP 750-4 Superveloce, amounted to a total of 1,003 units. The Aventador's success story was also demonstrated by delivery numbers in the 52 months following market introduction, with an increase of 124% over sales of its Murciélago predecessor within the same time period.

Sales volumes were distributed equally across Lamborghini's three sales regions: Europe (including the Middle East), North America, and Asia. North America and Greater China are the biggest markets, followed by Japan, the UK, the Middle East, and Germany. For the year 2015 almost all markets recorded growth.

Lamborghini's commercial success continues to be supported by ongoing high investment in areas including technical innovation, the expansion of existing facilities, and construction of new production facilities at the Sant'Agata Bolognese headquarters.

Five new models were introduced in 2015 alone. Affirming this positive model strategy was the

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decision made in 2015 to produce a new third model series. By the time sales commence in 2018, production space will have nearly doubled from 80,000 m<sup>2</sup> to 150,000 m<sup>2</sup> and several hundred new jobs created for the development and production of a new luxury SUV, the Lamborghini Urus.

For many years Lamborghini has been firmly focused on a path of continual corporate development. Interrupted for a few years by the financial crisis, sales have increased considerably over the long term and have almost tripled since 2010. Over the past ten years sales have more than doubled and turnover more than tripled. The number of dealers has also more than tripled. This growth is due to factors including ongoing efforts to tap into new markets and business areas, as well as continuing renewal and considerable expansion of the entire model range; the introduction of innovative technologies and materials; and consistent brand investments. One example of this is the international race series, the Lamborghini Blancpain Super Trofeo, which takes place on the major F1 racetracks of Europe, the United States and Asia.

Stephan Winkelmann sums up: "With a highly attractive and young model range, consistent growth, a strong financial situation, high profitability and the strong appeal of our brand, 2016 sees us in a better situation than ever before. This success is a reason to celebrate, but even more it represents a responsibility to qualitatively continue this growth. On all levels, Lamborghini is in a strong position to face the future."



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

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva International Motor Show in 2014, the Huracán Spyder and the rear-wheel-drive version LP 580-2 of 2015 are the successors to the iconic Gallardo, and with their innovative technology and exceptional performance, they redefine the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4, along with the Aventador LP 750-4 Superveloce represent a new benchmark in the world of V12 luxury super sports cars. With 135 dealerships throughout the world, in half a century Automobili Lamborghini has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions including the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, Egoista and Veneno Roadster were produced to celebrate the company's 50th anniversary in 2013.

For other photos and video material, please visit our websites:

[media.lamborghini.com](http://media.lamborghini.com) and [www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini)

For more information on Automobili Lamborghini, please visit the website at: [www.lamborghini.com](http://www.lamborghini.com)