



**Record figures take Automobili Lamborghini to a new level:
5,750 cars delivered in 2018**

- **Lamborghini increases worldwide sales by 51% from 3,815 to 5,750 units**
- **Global sales growth for eight consecutive years**
- **Record sales performance for both super sports car model lines: V10 and V12**
- **New Super SUV adding sales momentum: 1,761 Urus delivered to customers**
- **Record sales performance across all regions: EMEA, America and Asia Pacific**
- **USA confirms its position as largest single market**

Sant'Agata Bolognese, 10 January 2019 - In Fiscal Year 2018 (1 Jan - 31 Dec), Automobili Lamborghini S.p.A. achieved another historic sales record. With 5,750 cars delivered to customers around the world, +51% over the previous year, the Italian super sports car brand continues its global growth.

Stefano Domenicali, Chairman and Chief Executive Officer of Automobili Lamborghini comments: *"In 2018, Lamborghini entered new dimensions. We delivered not only another sales increase, but reached substantially new levels in surpassing by far the magic mark of 5,000 Lamborghinis sold. This quantum leap proves the sustainability of our product and commercial strategy. The performance is all the more remarkable as we mastered an unprecedented double challenge: constantly bringing new models and technologies to the super sports car market, while simultaneously managing doubled production capacities at our headquarters in Sant'Agata Bolognese. Right from its sales start, the new Super SUV Urus created enthusiastic market acceptance and broadened our customer base. We also significantly increased our high brand awareness, especially with the young generation, having multiplied our followership on our social media channels to more than 32 million. All this is a real team achievement and I would like to thank every Lamborghini team member for their inspiration and dedication to our brand."*

With 157 dealers serving 50 countries, worldwide deliveries to customers in 2018 increased from 3,815 to 5,750 units. Thus, since 2010 (1,302 units) the company has more than quadrupled its sales numbers. Beyond sales figures, Lamborghini outperformed all other key business objectives in 2018.*

Lamborghini is a global brand and sales volumes are well distributed among the three major regions. All regions set a new sales benchmark in 2018 and contributed to the total sales growth compared to the previous year. EMEA (Europe, Middle East, Africa): 2,497/+69%, America: 1,952/+46% and Asia Pacific: 1,301/+30%.

With 1,595 units the USA remains the largest single market, followed by the UK (636), Japan (559), Germany (463), Greater China (342), Canada (316) and Italy (295). All these markets increased deliveries substantially and marked national historic sales levels.

Both super sports car model lines achieved record sales, thus contributing to the growth. Sales of the V12 Lamborghini Aventador, born in 2011, is still exceptionally strong and grew by 3% from 1,173 to 1,209 units. Even stronger was the sales increase of the V10 Lamborghini Huracán,



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growing by 5% from 2,642 to 2,780 units. As expected, a substantial contribution to the global sales increase came from the Super SUV Urus, with 1,761 units delivered to customers since its market introduction in July 2018.

New models 2018: innovative technology, exceptional lap times and fascinating one-offs

The year started with the display of the **Lamborghini Terzo Millennio** at the Festival Automobile International in Paris in January 2018. The futuristic super sports car concept was conceived in cooperation with two laboratories at the Massachusetts Institute of Technology MIT in Boston, with the goal of enabling Lamborghini to address the future of the super sports car.

At the Geneva Motor Show in March Lamborghini presented the **Lamborghini Huracán Performante Spyder**: the sublime combination of peerless technological innovation, performance and open-air driving.

In August Lamborghini unveiled the **Lamborghini Aventador SVJ** in a worldwide premiere during Monterey Car Week in California. The car creates pure driving perfection, taking the concept of a super sports car to a new dimension. The Aventador SVJ, where SV historically stands for Superveloce - meaning 'superfast' - takes the 'Jota' suffix, denoting its track and performance superiority: in fact, the Aventador SVJ has claimed its position as the Nürburgring-Nordschleife production car record holder, completing the 20.6 km lap in just 6:44.97 minutes. Production is limited to 900 units and already sold out.

Also in 2018, Lamborghini presented the **Lamborghini SC18 Alston**. The one-off V12 model was developed by Lamborghini Squadra Corse in conjunction with the customer, with aerodynamics derived from experience in Lamborghini Super Trofeo and GT3 racing. It is made for track-oriented use and with exclusive racing features.

The concept of one-offs is gaining more relevance at Lamborghini due to the increasing demand for personalization. More than 50% of all Lamborghini super sports cars delivered are personalized under the auspices of the Lamborghini personalization program **Ad Personam**.

Lamborghini Polo Storico

Based at the company's HQ in Sant'Agata Bolognese, Lamborghini Polo Storico is the specialized unit dedicated to the restoration and certification of Lamborghini models that have been out of production for at least ten years (from the Lamborghini 350 GT to the Diablo). The division is also in charge of preserving archives and records, and of managing the supply of original spare parts for classic cars.

The Polo Storico celebrated **50 years of Lamborghini Espada and Islero** with several high class events. In May the Lamborghini Marzal Concept car was taken back to Monte Carlo for the Grand Prix de Monaco Historique, 51 years after His Serene Highness Rainier III, Prince of Monaco drove it in the lap of honor immediately before the start of the F1 Grand Prix, with his wife Princess Grace at his side. The celebrations culminated in an Italian tour through Umbria, Tuscany and Emilia-Romagna in September.



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Lamborghini Museum

The Lamborghini Museum in Sant'Agata Bolognese registered an excellent year in terms of visitors. More than 108,000 enthusiasts visited the premises situated inside the Lamborghini factory in 2018. The museum is open daily, including Sundays, from 9:30 am to 7 pm (April-October) and from 9:30 am to 6 pm (November - March), and special exhibitions run alongside the permanent collection of historic Lamborghini models.

Lamborghini Squadra Corse

In September, Lamborghini Squadra Corse, the motorsport department of Automobili Lamborghini, presented the new **Huracán GT3 EVO** at the Nürburgring round of the Lamborghini Super Trofeo Europe. The new EVO is the evolution of the Huracán GT3, winner of 12 international titles as well as the prestigious Rolex 24 at Daytona and 12 Hours of Sebring.

In 2018 Lamborghini Squadra Corse also set a new benchmark, with over two hundred racing Huracáns produced to date. Lamborghini Squadra Corse is one of the few motorsport departments in the world which manufactures its own racing cars on the same production line as the road car, inside the factory in Sant'Agata Bolognese. Both the Huracán Super Trofeo and the Huracán GT3 share the same production line as standard Lamborghini Huracán cars.

During the 2018 World Finals in November, Lamborghini Squadra Corse unveiled the **Urus ST-X Concept**, the first racing version in the brand's history of a Super SUV. The vision is a car conceived for an innovative single-marque championship that will combine race circuit and off-road track.

Outlook 2019

The company confirms a confident outlook for the Fiscal Year 2019. In spite of lingering political uncertainties in the EU and on a global level, the key economic denominators remain generally positive while less predictable. With continuing growth expected in the large economies around the world and due to its young and attractive product portfolio as well as the first full year of Urus deliveries, Lamborghini expects further growth in new dimensions of both unit sales and turnover in the medium term.

*Press information containing the major Lamborghini business figures for the fiscal year 2018 will be published in March 2019.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





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