



Media Information

Lamborghini Opens Doors to Newly Minted Philadelphia-Area Showroom

- **Redesigned Lamborghini Palmyra Dealership Celebrates Sleek Modern Aesthetic with Grand Opening Event**
- **One of the First Huracán EVO Models in the U.S. on Display in Palmyra**
- **New Showroom Features Ad Personam and Collezione Areas for Enhanced Client Experience**

Palmyra, N.J. – 3 May 2019 – Last night the local super car community of Southern New Jersey was out in full force to celebrate the unveiling of Lamborghini Palmyra’s newly redesigned showroom. Countless VIPs and business leaders joined alongside Lamborghini clientele to experience the stunning redesign of the flagship Philadelphia-area location. In addition, the Huracán EVO was on display to the delight of all on hand, which included both Lamborghini Palmyra Dealer Principal Frank Kerbeck and General Manager Joe Innaurato, who joined in on the evening’s festivities alongside Automobili Lamborghini America CEO, Alessandro Farneschi.

Lamborghini Palmyra is located on Route 73 just across the Tacony-Palmyra bridge at 100 NJ-73, Palmyra, New Jersey, 08065, and is strategically placed to serve the growing urban center of Philadelphia as well as the communities of South Jersey’s Burlington and Camden counties.

One of the first new Huracán EVO models, the next generation of V10 super cars, was on-site from the factory in Sant’Agata Bolognese for guests to see for the first time. The Huracán EVO made for a perfect focal point amid the new space, which now highlights Lamborghini’s updated corporate identity. The Huracán EVO blends next-generation vehicle dynamic controls and aerodynamics, as well as features a 5.2-liter naturally-aspirated V10 engine with an output of 640 HP at 8,000 rpm. With a top speed of 202 mph, the coupé can accelerate from 0-62 mph in 2.9 seconds. Customers will begin taking delivery of the new Huracán EVO Coupé this summer at a suggested retail price of \$261,274 USD.

Adding to the allure of Lamborghini’s world-renowned aesthetic, the upgraded retail space in Palmyra includes a 360-degree client experience representative of Lamborghini’s modern and cutting-edge style. Characterized by polygons, sharp forms and diffusion of light and color, the new showroom provides a feast for the senses. Additionally, an Ad Personam customization room highlights the brand’s bespoke fittings by providing samples of exterior and interior finishes, which allow clients to physically touch and play with combinations of colors and materials, including soft leathers or the appearance of carbon fiber. Collezione and Accessori Originali fashion offerings also add to the customer experience.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





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