



## Press Release

# Lamborghini Celebrates Newest Dealership with Charlotte, North Carolina Grand Opening

## New Corporate Design Unveiled with 15,000 square-foot Showroom and New Service Center for Growing Portfolio of Vehicles

Herndon, Virginia - 22 October 2018 - Automobili Lamborghini has announced the opening of the newest retail point in its U.S. network with the grand opening of Lamborghini Charlotte.

Local VIPs and business leaders were in attendance to witness a ribbon-cutting for the new dealership location which will serve a fast-growing market for exotic super sports cars and luxury SUVs.

“Charlotte is a growing metropolitan community with amazing rural driving roads a short distance from a vibrant city center,” said Alessandro Farneschi, Chief Executive Officer of Americas Region at Automobili Lamborghini. “With the arrival of the new Urus, North Carolina is now primed for the brand’s portfolio expansion. The new dealership location provides ample room for eager clients to be welcomed to the full-suite Lamborghini purchasing experience and is distinctly positioned to become a hub for new and current discerning clientele.”

Formerly known as Lamborghini Carolinas, the new location and showroom for Lamborghini Charlotte is the first Authorized Lamborghini Dealer in Charlotte, North Carolina Distinguished by superior finishes, customization offerings, performance, technology, and customer service center, the new locale is recognized by its state-of-the-art interior and exteriors, representative of the Lamborghini brand and its contemporary corporate design. Lamborghini Charlotte now offers a more centralized retail location within the Carolinas, servicing key cities such as Greensboro and Raleigh in North Carolina and Charleston, Columbia, and Greenville in South Carolina.

Automobili Lamborghini S.p.A.

Head of Communications

Gerald Kahlke

T. +39 051 6817711

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Brand & Corporate Communications

Clara Magnanini

T. +39 051 6817711

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Corporate Media Events & Motorsport PR

Chiara Sandoni

T. +39 051 6817711

[chiara.sandoni@lamborghini.com](mailto:chiara.sandoni@lamborghini.com)

Product Media Events &

Collezione Communications

Rita Passerini

T. +39 051 6817711

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Press Office UK

Juliet Jarvis

T. +44 1933 666560

[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Press Office Eastern Europe & CIS

Tamara Vasilyeva

T. +7 499 957 6706

[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.com)

Press Office Middle East & Africa

Zantelle Van der Linde

T. +971 56 522 1545

[extern.zantelle.vanderlinde@lamborghini.com](mailto:extern.zantelle.vanderlinde@lamborghini.com)

Press Office North & South America

Jiannina Castro

T. +1 703 3647926

[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

Press Office Asia Pacific

Silvia Saliti

T. +65 67186073

[silvia.saliti@lamborghini.com](mailto:silvia.saliti@lamborghini.com)

Press Office Greater China

Nancy Rong 榮雪霏

T. +86 10 6531 4614

[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)



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The new showroom, located in South Charlotte's budding commercial and residential development center, is equipped with a state-of-the-art configuration center for customers to design the Lamborghini of their dreams. It also features a comprehensive display of the brand's Collezione accessories and the upgraded, on-site Service facilities and workshop are well equipped to service the manufacturer's full range of vehicles.

Lamborghini continues on a growth track with new vehicle sales in North America, bolstered by the successful Aventador and Huracán models. This year, in 2018, the brand is set to break another sales record with the addition of the Urus Super SUV. As such, the new Charlotte dealership mirrors the brand's pure and visionary ethos around the globe.

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Additional photos and video material: [media.lamborghini.com](http://media.lamborghini.com)

Further information on Automobili Lamborghini: [www.lamborghini.com](http://www.lamborghini.com)