



Media Information

New Lamborghini Dealership Opens in Southern California with Grand Opening Celebration

- **New storefront opens doors in Rancho Mirage, Calif.**
- **Location to serve Coachella Valley and Palm Springs area**
- **New brand environment heralds forthcoming super SUV and increased product volumes**

Rancho Mirage, California, December 17, 2018 - As the Italian marque welcomes the arrival of its newest super SUV - the Lamborghini Urus - Automobili Lamborghini America has commemorated its newest retail point in Southern California, Lamborghini Rancho Mirage. A grand opening event this weekend saw a packed showroom full of VIP clients, members of the press and Lamborghini executives, all joining together in a celebration of the dynamic power of the Lamborghini lifestyle.

The new dealership is located at 71387 Highway 111 in Rancho Mirage and will serve the surrounding cities of Palm Springs, Palm Desert, Indio and the greater Coachella Valley.

“With its growing automotive community, Rancho Mirage serves as the ideal location to expand Lamborghini’s presence in Southern California, especially within the Coachella Valley,” said Alessandro Farneschi, Chief Executive Officer of Americas Region. “The area encompassing Rancho Mirage contains some of the world’s best driving roads, from the long straightaways of the low desert to the exhilarating Alpine curves of the Santa Rosa and San Jacinto Mountains. It’s a driver’s paradise and a perfect environment to enjoy Lamborghini. “

The Urus, a fully off-road-capable vehicle, is not only able to take on the rugged roads of the California desert in dry or wet weather, but can also harness its 650 horsepower to reach 62 mph in a scorching 3.6 seconds.

“We’re also keenly aware of our growing clientele in the stylish resort communities of the region and feel this new showroom in Rancho Mirage will support the increased demand we’re now seeing for the Urus super SUV,” continued Farneschi.

A variety of Lamborghini super sports vehicles were on-site at the inaugural gala event for excited guests to experience, including the flagship V12-engined Aventador S, Urus super SUV and various Huracan models.

With the recent opening of Lamborghini Rancho Mirage, the dealer network in California has risen to seven storefronts, bringing the total number of dealerships in North America to 38 locations.

Lamborghini Rancho Mirage’s new showroom reflects the brand’s new corporate identity, as well. Characterized by polygons, sharp forms, raw surfaces and diffusion of light and color, Lamborghini Rancho Mirage provides customers with a 360-degree retail experience that is representative of Lamborghini’s modern and cutting-edge aesthetic. A dedicated Ad Personam customization area 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, such as soft leathers or the appearance of carbon fiber. Collezione and Accessori Originali offerings also add to the retail space.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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