



Media Information

Lamborghini Adds Newly Designed Gulf Coast Showroom to its U.S. Retail Footprint

- New modern storefront opens doors in Sarasota, Florida, incorporating Lamborghini's unique design aesthetic and a vast showroom for display of brand's super sports cars
- Lamborghini Sarasota dealership gets new corporate identity makeover
- Location will continue to serve Florida's Gulf Coast communities, including, Tampa, St. Petersburg and Fort Myers as the company expands

Sarasota, Florida, February 21, 2019 - Automobili Lamborghini America recently unveiled a new retail destination on Florida's Gulf Coast. Lamborghini Sarasota, the Italian marque's dealership location, is now situated at 5141 Clark Road in Sarasota, which continues to serve the surrounding communities of Tampa, St. Petersburg and Fort Myers.

A number of VIP clients, members of the press, and Lamborghini executives recently celebrated the unveiling of the new showroom with a ribbon cutting ceremony, surrounded by a vast array of Lamborghini super sports vehicles, including the all-new Super SUV - the Lamborghini Urus. Boasting off-road capabilities with a top speed of 189.5 mph, the Urus opens a new niche in the luxury segment that benchmarks power, performance, and driving dynamics with unparalleled design, luxury and daily usability.

"Florida has and maintains an insatiable desire for automobiles, especially super sports cars," said Alessandro Farneschi, Chief Executive Officer of Americas Region at Automobili Lamborghini. "With the expansion of Lamborghini Sarasota and its renovated retail location, we are poised to better address our customers' sales and service needs, while also covering the growing market in Florida for sports car and luxury SUVs. The inclusion of Lamborghini Sarasota's facility marks a total of five Lamborghini retail destinations in Florida, and 34 nationally."

In addition to the opening of Lamborghini Sarasota's new retail space, the Italian marque comes off another record-setting year in terms of sales. The United States remains the largest single market globally with a total of 1,595 vehicles delivered in 2018. The arrival of the Super SUV Urus and the all-new flagship V12 Aventador SVJ and V10 Huracán EVO will help catapult a new sales dimension in 2019.



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The newly minted showroom at Lamborghini Sarasota reflects the brand's new corporate identity. Characterized by polygons, sharp forms and diffusion of light and color, Lamborghini Sarasota provides a 360-degree retail experience to its customers that is representative of Lamborghini's modern and cutting-edge aesthetic. 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, which include 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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