



Media Information

Lamborghini Celebrates New Beverly Hills Dealership with the Debut of a Signature Property on Wilshire Boulevard



- **New Beverly Hills Retail Location Now Open to the Southern California Super Car Market**
- **Redesigned Space Set Amid Historic 1929 Spanish Colonial Revival Building off Wilshire Blvd**
- **Modern Showroom Features Ad Personam and Collezione Areas for Enhanced Client Experience**

Beverly Hills, Calif. - May 10, 2019 - World-famous Wilshire Boulevard was alight with energy last night as iconic Italian automaker Lamborghini celebrated the grand opening of a new dealership location, Lamborghini Beverly Hills. To commemorate the occasion of officially opening the doors to a cutting-edge new showroom, key executives were in attendance for a ribbon-cutting ceremony, including Automobili Lamborghini America Chief Executive Officer Alessandro Farneschi. Additionally, dealership owner Tom O’Gara joined in the festivities, excitedly revealing the upgraded retail space with eager VIP guests.

With California as the leading market for Lamborghini in the U.S., this Southern California location in a historic 1929 building at 8423 Wilshire Blvd, Beverly Hills, 90211, serves a market of customers within a densely populated paradise, strategically positioned in close proximity to the world-renowned Rodeo Drive shopping district, prominent entertainment-industry talent agencies, and major motion picture studios.

“The Beverly Hills area of Los Angeles continues to prove its place as an influential force throughout the world and is the perfect locale for an exotic brand like Lamborghini,” said Farneschi. “It’s both through the community’s reputation for trend-setting and stylish car culture that we recognize the importance of Beverly Hills as a catalyst for spreading enthusiasm about Lamborghini’s new products and technology.” The new Urus and Huracán EVO, featuring active aerodynamics, were also on display in the beautiful showroom for all to enjoy.



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The dealership 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 space, which now highlights Lamborghini's updated corporate identity, serves as the perfect canvas for not only the Huracán EVO - the future of V10 super sports cars - but also Lamborghini's super SUV, the Urus, and the flagship V12 Aventador SVJ.

The Huracán EVO made an appearance at the Beverly Hills reception, on-site from the factory in Italy. With a top speed of 202 mph, the coupé can accelerate from 0-62 mph in 2.9 seconds. Customers can begin taking delivery this summer at a suggested retail price of \$261,274 USD.

In addition, Lamborghini Beverly Hill's new home includes an Ad Personam customization room, highlighting the brand's bespoke fittings by providing samples of exterior and interior finishes. This allows clients to physically touch and play with combinations of colors and materials, which include soft leathers and the appearance of carbon fiber. Collezione and Accessori Originali fashion offerings also add to the customer experience for those visiting the new location on Wilshire Boulevard.



Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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