



Media Information

Lamborghini Zhengzhou Opens New Showroom

- **Lamborghini Zhengzhou opens expansive new showroom and full-service centre spanning 310 square metres, continuing expansion of the marque's China market network**
- **Mr. Federico Foschini, Chief Commercial Officer of Automobili Lamborghini, and Mr. Matteo Ortenzi, Chief Executive Officer of Automobili Lamborghini Asia Pacific attend opening ceremony for new showroom**

Zhengzhou, 8/1/2019 - Lamborghini Zhengzhou's new showroom celebrates its grand opening, marking another milestone in the Italian super sports car maker's dealer network expansion strategy in China. Mr. Federico Foschini, Chief Commercial Officer of Automobili Lamborghini, and Mr. Matteo Ortenzi, Chief Executive Officer of Automobili Lamborghini Asia Pacific attended the opening ceremony.

The Lamborghini Zhengzhou showroom, jointly established by Pinnacle Group and Ruihe Group, is the first and only authorised Lamborghini dealership in Henan Province. Encompassing 310 square meters, it is conveniently located in the bustling Zhengzhou Economic and Technological Development Area. With a unique and artistic design, the new Zhengzhou showroom is a new city landmark. The showroom's spacious interior is bright and clean, and Lamborghini's iconic elements can be seen everywhere, with light and colour echoing each other. This newest home of the raging bull in Zhengzhou incorporates the Ad Personam customisation area to showcase the unlimited options such as leather, colour blocks, materials and rims, that are available to help distinguished car owners create a unique car that best represents their taste and style. Customers can also enjoy an exclusive customisation service experience by previewing their customised cars through the advanced digital configurator.

Mr. Federico Foschini says: "In 2018, Lamborghini has proven to be in consistently good shape. Achieving another all-time high delivery for the eighth-consecutive year confirms the sustainability of our product and the strength of our commercial strategy. The commencement of delivery for the Super SUV Urus in China was the highlight of the year, marking another milestone in the brand's development in this market." Mr. Francesco Scardaoni, Managing Director of Automobili Lamborghini in the Chinese mainland, Hong Kong and Macao, also notes: "We will further sustain the significant growth results from the arrival of the Urus and, with the continuous expansion and upgrading of our dealership network, Lamborghini is expecting a very promising year ahead in 2019".

Mr. Zhang Chen, Investor and General Manager of Lamborghini Zhengzhou, added: "The Zhengzhou showroom is the first project under the cooperation between Lamborghini and Pinnacle Group. The Super SUV Urus will stimulate Lamborghini's sales growth in China. We continue to have confidence in the Chinese market and, together with Lamborghini, will be devoted to providing exceptional service to our customers."



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Globally, another brand milestone was also announced on the day of the Zhengzhou showroom grand opening – the debut of the Lamborghini Huracán EVO. This marks the start of product upgrading in the new year, and the brand strategy to simultaneously develop super sports car model lines as well as the Super SUV.

In 2019, Lamborghini will continue its dedication to being more deeply involved in the China market, and constantly deliver exceptional and unprecedented services and innovative products. Upgrading and expanding the dealership network in China will be one of the top priorities for the marque's development strategy in this important strategic market, with the aim of further fulfilling the brand's solid commitment to the China market.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Head of Communications
Gerald Kahlke
T +39 051 9597611
gerald.kahlke@lamborghini.com

Corporate Media Events
Chiara Sandoni
T +39 051 9597611
chiara.sandoni@lamborghini.com

Brand & Corporate Communications
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Motorsport Communications
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Product Media Events & Collezione
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jjc.uk.com

Middle East & Africa
Zantelle Van der Linde
T +971 56 522 1545
zantelle.vanderlinde@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

Chinese mainland, Hong Kong & Macao
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com



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