



## Media Information

### Lamborghini Expands Retail Presence to Puerto Rico

- New storefront opens in the heart of San Juan, Puerto Rico
- Pop interpretation of the flagship Aventador S by street artist Skyler Grey exhibited
- Retail space heralds the arrival of the new models as Lamborghini celebrates sales record

*San Juan, P.R., October 2, 2019* – Automobili Lamborghini America celebrated the grand opening of its newest storefront in San Juan, Puerto Rico last night. A number of VIPs and business leaders were joined alongside Lamborghini clientele and key executives to commemorate the stunning retail destination of Lamborghini Puerto Rico among an exotic array of new vehicles.

“We are pleased to enter the Puerto Rican market for the first time, an important step into the brand’s expansion in an important region such as North America,” said Alessandro Farneschi, Chief Executive Officer of Americas Region at Automobili Lamborghini. “San Juan has become an influential force for a growing automotive community on the island and we are proud to set a new benchmark in this space.”

“The opening of this state-of-the-art Lamborghini retailer demonstrates our trust in the brand’s future and our commitment to its success in Puerto Rico,” said Victor M. Gómez III, President and Owner of Lamborghini Puerto Rico.

The ribbon-cutting ceremony also included the one-off Aventador S by the American artist Skyler Grey, a pop art interpretation of Lamborghini’s flagship V12 model by one of the youngest and most influential representatives of street art worldwide. The new V10 Huracán EVO, featuring active aerodynamics and a predictive logic system, was also on display in the beautiful showroom for all to enjoy.

Lamborghini Puerto Rico is located nearby the Puerto Nuevo neighborhood on John F. Kennedy Avenue in San Juan and will serve the entire island. Equipped with a state-of-the-art Ad Personam 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.

The Italian automaker of super sports cars and super SUVs continues on a growth track with new vehicle sales, bolstered by the arrival of the Urus and successful Aventador and Huracán models. In just the first half of 2019, worldwide deliveries increased by 96 percent with expectations of continued growth for the remainder of the financial year.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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