



Media Information

Automobili Lamborghini expands UK dealer network with official opening of new Leeds showroom, as sales continue to grow

Sant'Agata Bolognese/Leeds, UK, 7 November 2019 - Automobili Lamborghini officially opens Lamborghini Leeds, its eleventh UK dealership, as the marque continues its steady growth in both the UK and worldwide.

The Leeds showroom is a new-build facility incorporating aftersales departments, designed to meet Lamborghini's comprehensive corporate identity guidelines and creating a luxurious and informal environment for owners and prospects. Owned and operated by Park's Motor Group, it is the first Lamborghini franchise for the privately-owned company: Park's has more than 60 dealerships in Scotland and the north of England.

Lamborghini headquarters representatives joined the Leeds dealership team at the inauguration event. Andrea Baldi, CEO of Automobili Lamborghini EMEA Region, together with Park's Director Ross Park, welcomed more than 200 guests to the evening ceremony where the latest Lamborghini models were presented, including the new Huracán EVO coupé and Spyder.

"We are very pleased to officially open our new Leeds dealership, and welcome Park's Motor Group to the Lamborghini family," said Andrea Baldi. "There has never been a more exciting time for the Lamborghini marque and our growing number of owners, with an exceptional three-strong model range and Lamborghini's continuing tradition of ground-breaking achievements in design, technology and performance. Complementing our production cars and limited edition series is the broader Lamborghini world, comprised of exclusive events, exciting exploration of art, culture, heritage and the best of 'Made in Italy', and we look forward to welcoming clients from throughout Yorkshire and the northeast to these experiences.

The new dealership is located on the south east of Leeds with easy M1 access. It provides a spacious display area for new and pre-owned vehicles, reflecting the demand for the new Super SUV, the Lamborghini Urus, as well as the iconic V12 Aventador and V10 Huracán super sports cars.

"We are delighted to be appointed to the Lamborghini franchise and to open this new Leeds location," said Ross Park. "Park's Motor Group has a stated commitment to growth through providing the best possible service to our clients, which reflects the demands of Lamborghini and its discerning clientele. The investment made in this new showroom and an expert team demonstrates our commitment and enthusiasm for playing a significant role in Lamborghini's future success in the region."

The UK is consistently in the top three Lamborghini markets worldwide, headed by the USA, and is the largest within Europe. Automobili Lamborghini delivered a record 4,553 vehicles globally in the first six months of 2019. Growth was largely driven by the Urus Super SUV, with increased deliveries also of super sports car models Aventador and Huracán. The EMEA region (Europe, Middle East and Africa) grew by 67%, with 1,826 units delivered to customers.



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Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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