



## Media Information

### Lamborghini Tallinn celebrates official opening of redesigned showroom

Sant'Agata Bolognese/Tallinn Estonia, 30 September 2021 - Automobili Lamborghini celebrates the official opening of its redesigned showroom in Tallinn, in the presence of Francesco Cresci, Automobili Lamborghini Director of the EMEA Region and more than 100 guests.

The event was also the occasion for the new Aventador LP 780-4 Ultimae to make its local debut in Estonia: the Ultimae is the final incarnation of Lamborghini's iconic V12 Aventador, produced in a limited edition of just 350 coupes and 250 roadsters, and combining the performance of the SVJ model with the driving dynamics of the Aventador S and inimitable Aventador design.

"We are delighted to celebrate the reopening of our Tallinn showroom, that now fully delivers the Lamborghini corporate identity and design but more than that, represents the commitment of our partner Auto100 AS in terms of their ongoing investment in our brand," commented Francesco Cresci. "Estonia is a strong market in the strategic Eastern European region, where Lamborghini's brand and product appeal continues to build: the region is forward sold by more than ten months, reflecting Lamborghini's position in terms of its overall order bank worldwide."

Lamborghini Tallinn has been operated by Auto 100 AS since 2006, representing the Italian super sports car marque for sales and servicing of Lamborghini cars in Estonia.

The renovated showroom is designed and equipped according to the new Lamborghini corporate identity and brand environment standards. The 232 m2 showroom is focused on the the distinctive Lamborghini environment: clean lines, sharp polygonal shapes and bright color highlights. The interior incorporates digital elements that allow visitors an immersive insight into the world of Lamborghini, while the Ad Personam personalization studio allows clients to customize their new Lamborghini with virtually limitless colors, materials, trims and accessories.

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

Information on Automobili  
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