



## Media Information

### **Lamborghini Unveils New Design Aesthetic in Dallas Showroom**

#### **Redesigned space features full product portfolio, state-of-the-art configuration room and one of the brand's largest service centers in the United States**

*Sant 'Agata Bolognese/Dallas, TX, 11 April 2022* - Automobili Lamborghini announces the expansion of the Lamborghini Dallas showroom. The new storefront boasts a sleek modern style and additional amenities that provide an elevated customer experience.

Clean lines, hexagonal shapes and a diffusion of light and color are used throughout this 15,875 square-foot facility. Customers can expect to see the full lineup of Lamborghini models displayed on the showroom floor, including the Urus Super SUV, race-inspired V10 Huracán STO and limited-production V12 Aventador Ultimae.

Further enhancing the 360-degree customer experience is a state-of-the-art Ad Personam room. This new configuration room features an extensive range of exterior and interior finishes for complete vehicle customization, including special paint colors, soft leathers and carbon fiber accents. The showroom also includes a dedicated space for Collezione Automobili Lamborghini clothing and accessories, available for purchase in store or online, along with a lounge for customer use.

Along with the showroom, the service center has been expanded to encompass the old storefront, making Lamborghini Dallas one of the brand's largest service centers in the country, including 20 service bays, top-of-the-line alignment rack and tire installation machine.

*"2021 was an impressive year for Lamborghini sales in Texas and we expect this increase in growth to continue into 2022,"* said Stephan Winkelmann, Automobili Lamborghini Chairman and Chief Executive Officer. *"The investment by Lamborghini Dallas in the new showroom design and expansion will help support this demand, while offering new and existing customers the true Lamborghini experience."*

The United States remains the largest single market globally with a total of 2,472 vehicles delivered in 2021, which is an increase of 11% over 2020. Texas plays a key role in this success, as it is a top performing market, making up 11% of sales in the country in 2021.

Serving the sprawling Dallas-Fort Worth community since 2003, Lamborghini Dallas has been the DealerRater Lamborghini Dealer of the Year in the United States for 11 consecutive years. Lamborghini Dallas is part of Boardwalk Auto Group, one of the premier automotive groups in North America. Lamborghini Dallas is located at 601 S Central Expressway in Richardson, Texas. For more information, please visit [LamborghiniDallas.com](https://www.lamborghini.com).

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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