



Lamborghini Day Japan 2022

Spectacular annual event attracts 180 Lamborghini cars in Tokyo

Sant'Agata Bolognese/Tokyo, 15 November 2022 – Automobili Lamborghini celebrated the 2022 Lamborghini Day Japan in Tokyo, welcoming 180 Lamborghinis current, classic and special edition Lamborghini cars that gathered at the Sea Forest Waterway on 11 November. Displayed along the waterfront venue created for the 2020 Tokyo Olympics, the festival included a Lamborghini parade through Tokyo city and an evening celebration for owners together with the Japanese unveil of the new Urus Performante¹.

The program opened with sunset driving parade of Lamborghini cars through Tokyo's streets. More than 150 Lamborghinis took part, thrilling onlookers and participants, including the limited editions Countach LPI 800-4², Aventador Ultimae LP 750-4³ and Sián FKP 37⁴, alongside current models such as Huracán STO⁵ and classics such as a Diablo GTR and Countach 25th Anniversary. Starting from Ariake Garden and passing through Toranomon, Hibiya, Yurakucho and Ginza to arrive at the Sea Forest Waterway, the procession then joined the other Lamborghini cars already on display with a formal welcome from Automobili Lamborghini senior management, visiting Japan especially for the important event: Chairman and CEO Stephan Winkelmann, Chief Marketing and Sales Officer Federico Foschini.

"The exceptional passion for Lamborghini from owners and enthusiasts in Japan makes this celebratory event extremely special," said Stephan Winkelmann Chairman & CEO of Automobili Lamborghini. *"Japan is a significant and established market for Lamborghini, which continues to grow year on year, and Lamborghini Day is a unique opportunity for us to come together in this part of the world to celebrate our Italian brand."*

Head of Japan at Automobili Lamborghini, Davide Sfrecola added, *"More than 180 cars that have come from across Japan to gather in Tokyo is a testament to the emotion Lamborghini evokes in owners, endorsing the importance of unique experiences such as Lamborghini Day and the opportunity to connect personally with our customers in Japan."*

¹ Fuel consumption and emission values of Urus Performante; Fuel consumption combined: 14,1 l/100km (WLTP); CO2-emissions combined: 320 g/km (WLTP)

² Fuel consumption and emission values of Countach LPI 800-4; Fuel consumption combined: 19,5 l/100km (WLTP); CO2-emissions combined: 440 g/km (WLTP)

³ Fuel consumption and emission values of Aventador LP 780-4 Ultimae; Fuel consumption combined: 18.0 l/100km (WLTP); CO2-emissions combined: 442 g/km (WLTP)

⁴ Fuel consumption and emission values of Sián; Fuel consumption combined: 19,2 l/100km (WLTP); CO2-emissions combined: 447 g/km (WLTP)

⁵ Fuel consumption and emission values of Huracán STO; Fuel consumption combined: 13.9 l/100km (WLTP); CO2-emissions combined: 331 g/km (WLTP)



Media Information

The new Urus Performante was formally presented to more than 600 guests by Stephan Winkelmann. The new Super SUV model, with increased power to 666 CV and weight reduced by 47 kg features extensive carbon fiber and a best-in-segment weight-to-power ratio. Accelerating from 0-100km/h in just 3.3 secs and braking from 100km/h to a standstill in 32.9 m, the Urus Performante produces 850 Nm of torque at 2,300 to 4,500 rpm, with its benchmarking longitudinal abilities including a top speed of 306 km/h matched by its responsiveness, handling and stability. Recently setting a new record in the production-spec SUV category on the Pikes Peak International Hill Climb course, the Urus Performante was shown at Lamborghini Day Japan together with its historic predecessor, the Lamborghini LM 002.

The guests at Lamborghini Day Japan also enjoyed a Miura SV on display, restored by the Lamborghini Polo Storico department. An Ad Personam area recreated the permanent personalization boutique in Tokyo's Lamborghini Lounge, where owners can customize their new Lamborghini with almost limitless exterior and interior colors and trims, options and special finishes.

Lamborghini's partner Roger Dubuis joined the celebrations, creating an area for guests to explore the 'haute horology' timepieces created in conjunction with Lamborghini. Ducati, in addition, showcased the Diavel 1260 Lamborghini: a limited edition of 630 units inspired by the SIÁN FKP 37.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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