



## Media Information

### **Lamborghini Debuts New Showroom in Philadelphia, PA**

#### **Italian automobile manufacturer hosts VIP event following premiere of its first V12 hybrid plug-in, the Lamborghini Revuelto**

*Sant'Agata Bolognese/Philadelphia, PA, April 6, 2023* - Automobili Lamborghini announces its new retail space in Philadelphia during an exclusive grand opening event. In celebration of the brand's latest storefront in the U.S., Automobili Lamborghini Chairman and Chief Executive Officer Stephan Winkelmann, Chief Marketing and Sales Officer Federico Foschini and Lamborghini America Chief Executive Officer Andrea Baldi attended the event for a ribbon-cutting ceremony with Dealer Principal Robert DiStanislao.

*"Following the best year in terms of sales and turnover in 2022, Lamborghini continues to make significant strides forward both in the retail space and with the world premiere of the Revuelto<sup>1</sup>, our first High Performance Electrified Vehicle,"* said Winkelmann. *"With demand for Lamborghini vehicles at an all-time high, the new Philadelphia showroom is poised to better support and provide a further elevated experience for our customers, especially during the brand's transition into a new era of electrified vehicles."*

2022 was a record-setting year for Lamborghini in terms of deliveries, turnover and profitability. With 9,233 cars delivered last year - 2,721 of which were delivered to the U.S., the largest single market globally - turnover reached 2.38 billion euros for the first time ever. The brand also topped the luxury automotive market with a best-in-class operating margin of 25.9 percent. These records come at a critical time as Lamborghini celebrates its 60<sup>th</sup> anniversary in 2023 and enters the second phase of the Direzione Cor Tauri investment program.

As the first step in phase two of this new electric era, Lamborghini launched its first HPEV (High Performance Electrified Vehicle), the Revuelto, during a global premiere on March 29 and its U.S. debut at the Lamborghini Lounge New York on April 4. This new hybrid plug-in delivers more than 1000 CV in total, combining the power of a brand new 6.5-liter V12 mid-engine with three electric motors and 8-speed dual-clutch transmission. With an optimized weight distribution, the Revuelto is agile and effective on the road and track. Along with the new hybrid system, the supercar offers three new drive modes: Recharge, Hybrid and Performance, for a total of 13 dynamic settings.

*"The opening of Lamborghini Philadelphia is a significant milestone for us,"* said DiStanislao. *"This new location allows us to provide the extraordinary service consistent with the Lamborghini experience."*

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<sup>1</sup> The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data are in the type of approval stage.



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Lamborghini Philadelphia, located at 311 West Lancaster Avenue in Devon, serves as the perfect canvas for the brand's latest supercars - the V10-powered Huracán Tecnica, the off-road Huracán Sterrato, along with two new Urus Super SUV models - the high-performance Urus Performante and the powerful yet refined Urus S. The Urus Performante made an appearance at the Philadelphia reception. With a top speed of 190 mph, the Super SUV can accelerate from 0-62 mph in 3.3 seconds. Customers have begun taking deliveries at a suggested retail price of \$260,676 USD.

Adding to the allure of Lamborghini's distinct aesthetic, this 11,040 square-foot retail space features a 360-degree client experience representative of the brand's cutting-edge style, characterized by polygons, sharp forms and a diffusion of light and color. An Ad Personam customization room featuring the brand's bespoke offerings gives clients the ability to physically touch and play with combinations of colors and materials,

including soft leathers and the appearance of carbon fiber. Collezione and Accessori Originali fashion offerings also add to the customer experience for those visiting the showroom.

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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