



Lamborghini Revuelto: Japan Premiere

The first super sports V12 hybrid HPEV unveiled in Japan

Tokyo, 9 June 2023 - Automobili Lamborghini Japan hosted the Lamborghini Revuelto Japan premiere on Tuesday 6 June at Ariake Arena. In the marque's 60th anniversary year, Lamborghini premiered its first V12 super sports hybrid plug-in HPEV (High Performance Electrified Vehicle) in front of over 500 guests in Japan. The location, Ariake Arena, served as one of the Tokyo 2020 Olympic and Paralympic Games venues and is slated to become Tokyo's new sports and cultural hub: Lamborghini is the first automobile manufacturer to host an event there.

Attending the premiere from Automobili Lamborghini were Mitja Borkert, Head of Design and Matteo Ortenzi, Revuelto Product Line Director, together with Japan representative Davide Sfrecola, Head of Japan.

With unprecedented new architecture, innovative design, maximum-efficiency aerodynamics, and a new carbon frame concept, Lamborghini Revuelto defines a new paradigm in terms of performance, sportiness and driving pleasure. An output of 1,015 hp is delivered from the combined power of an entirely new combustion engine together with three electric motors, alongside a double-clutch transmission (DCT) that makes its debut on a 12-cylinder Lamborghini for the first time. Making its global debut in the 60th anniversary year, the first electrified model delivers impact, excitement and innovation for Lamborghini owners and enthusiasts.

As Automobili Lamborghini unveiled its first V12 HPEV model, the brand also pays tribute to its iconic V12 heritage with a showcase of the past V12 engine models such as the 400 GT, Miura, Countach, Diablo, Murciélago and Aventador.

The Revuelto's extensive customization possibilities were also on display in the dedicated Ad Personam area, where guests could touch and feel the various materials in order to customize their new vehicles with exterior and interior color and trim options, and special finishes that personify their individual preferences.

The design corner, replicating Mitja Borkert's studio, was also one of the highlights of the venue, allowing guests to witness live sketching and to visualise the creative flow that led to the design of the new car.

"Lamborghini Revuelto showcases an entirely new style while still being faithful to the design DNA. We've made sure the design is recognizable at first glance as a next-generation model of the V12, which continues to attract fans to this day. Carrying the lineage of Lamborghini's legendary V12 while simultaneously representing a new design era, the Revuelto opens doors to Lamborghini's future." said Mitja Borkert.

"Revuelto takes Lamborghini emotions to a new dimension. There's no doubt it will define a new paradigm in terms of performance, sportiness, and driving pleasure. With the new 12-cylinder



Media Information

engine and hybrid technology, this new Lamborghini delivers a new level of driving emotions." said Matteo Ortenzi.

"Today I am delighted to unveil the model to Japanese customers and celebrate the occasion together. Revuelto is the new flagship model in the future of Lamborghini. We look forward to commencing deliveries to Japanese owners and to seeing Revuelto on roads here in Japan." said Davide Sfrecola.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 051 9597611
camilla.manzotti@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Media Events & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331619942
massimo@delbo.us

Corporate Publishing
Barbara Grillini
T +39 051 9597459
barbara.grillini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jjc.uk.com

Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

India
Meghana Dave
T +91 96194 07009
extern.meghana.dave@lamborghini.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com