Lamborghini continues expansion in Europe: first dealership in Norway

Grand opening of Oslo showroom and local premiere of Lamborghini Revuelto

Sant’Agata Bolognese/Oslo, 16 June 2023 – Automobili Lamborghini boosts its presence in the North of Europe with the opening of its first showroom in Norway. The grand opening of Lamborghini Oslo saw the local premiere of the marque’s first V12 super sports hybrid plug-in HPEV (High Performance Electrified Vehicle) in front of a select group of guests. Attending the event from Automobili Lamborghini was Stephan Winkelmann, Chairman and Chief Executive Officer and Federico Foschini, Chief Sales and Marketing Officer together with dealership representative Nils Tronrud, Chairman of XPND Group and Lamborghini Oslo.

“2023 is a very special year for Automobili Lamborghini, with the celebration of the brand’s 60th anniversary and the launch of our first V12 super sports hybrid plug-in HPEV,” said Winkelmann. “The opening of the first showroom in Norway is significant for us but also for our future customers who will discover our brand, our values and our super sports cars. We are very pleased to present the Lamborghini Revuelto to Norway, following the warm welcome and orders it has already garnered in other markets.”

“As an entrepreneur and a carguy with the team we are massively proud and feel privileged to represent Lamborghini in the Norwegian market”, said Nils Tronrud. “I can still remember when in my childhood I was playing car-cards with my friends and learning the technical details and design features of the first super-car ever: the iconic Lamborghini Miura. Being here, opening our showroom while admiring the new Revuelto and the Miura side by side - is for me a dream come true.”

The opening event vibrated to the rhythm of a special show prepared by the famous Norwegian band Kickslip and DJ Boge. It was also the opportunity for the local artist Nicolay Aamodt to present the one-off special painting celebrating Automobili Lamborghini’s 60th anniversary, inspired by the design and colors of the marque’s most iconic models. The 150 guests had the opportunity to discover the current line-up of super sport cars, including the Huracan Sterrato that most recently had its dynamic launch in Chuckwalla, USA. A celebration of Automobili Lamborghini’s past and future was presented in the 390 square meters showroom: the Lamborghini Miura formerly owned by Frank Sinatra, which was specially recognized at the concours celebrating the 50th anniversary of Lamborghini in 2013, was presented together with the new Lamborghini Revuelto1.

Europe, Middle East and Africa (EMEA) is the largest of the three Lamborghini regions (that include the Americas and Asia Pacific) in terms of volumes, and to date is comprised of 32 markets including Norway on the total of 53 worldwide. After the sales record achieved in 2022, with more

---

1 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.
than 9,200 cars delivered worldwide, Automobili Lamborghini’s strategy includes continuing development of the brand network. In the EMEA region, where sales grew by 7% in 2022 compared to 2021, Automobili Lamborghini is now represented by 78 showrooms.

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

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

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

Polo Storico & Heritage
Massimo Delbo
T +39 333609942
massimodelbo.us

Product & Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@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 8711329
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.
T +86 138 1009 5399
weichao.ma@lamborghini.com

India
Meghana Dave
T +91 96794 07029
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