



Media Information

U.S. Market continues to lead Automobili Lamborghini's growth path in its 60th Anniversary Year

Italian marque celebrates six dealer openings within the region to date in 2023

Sant'Agata Bolognese, August 10, 2023 - As Automobili Lamborghini posts another record period of sales, turnover and profitability for the first half of 2023, the United States demonstrates steady growth as the brand's largest single market, delivering a total of 1,625 cars - a 7% increase versus the first half of 2022. H1 deliveries across the U.S. for Lamborghini's V10-powered Huracáns increased significantly by 62% as customers took deliveries of the race-inspired Huracán STO and the fun-to-drive Huracán Tecnica. Also just starting in July, deliveries of the all-terrain Huracán Sterrato began.

With a strong, expanding U.S. dealer network, Lamborghini has celebrated multiple dealer openings across the country this year unveiling the new showroom design aesthetic. These Lamborghini dealerships break the mold of the standard storefront with pure, modern, and state-of-the-art facilities that serve as the perfect canvas for the brand's latest supercars.

California continues to be the top performing market in the U.S., commanding 25% of total sales. Most recently on July 18, the brand unveiled its latest showroom in Southern California, Lamborghini Newport Beach, with a grand opening event featuring the West Coast premiere of the Revuelto, the brand's first V12 hybrid plug-in HPEV. Orange County has long been one of the strongest markets globally for Lamborghini with a vibrant community and car culture.

Earlier in 2023, the Lamborghini Westlake opening was also celebrated. Servicing the north Los Angeles, Malibu and Santa Barbara communities, Lamborghini Westlake's presence is unmistakable, breaking the mold of a typical storefront. Opening events also took place in Broward, FL, Philadelphia, PA, Nashville, TN and Columbus, Ohio. Florida represents 19% of total US sales followed by the Tri-State Area and Pennsylvania which account for 14%.

"We are proud to again achieve record-breaking first half results for the Americas region this year. This not only shows the incredibly strong demand for our product as we celebrate 60 years of rich brand heritage, but comes at a critical point as we transition to hybridizing the full model line-up by the end of 2024," remarks Andrea Baldi, Automobili Lamborghini, CEO of the Americas. *"We are committed to delivering the best possible experience for our customers as we follow the company's Direzione Cor Tauri strategy for electrifying the range."*

The continued growth of Automobili Lamborghini supports the brand entering the second phase of the Direzione Cor Tauri investment program, in which the brand is investing 1.9 billion EUR - the largest investment in company history.



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The first step in phase two of Lamborghini's electric era was the launch of its first V12 HPEV, the Revuelto, which premiered globally in March 2023 followed by the U.S. debut in New York City in April 2023. This hybrid plug-in delivers more than 1,000 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 a top speed of 217 mph, the coupé can accelerate from 0-62 mph in 2.5 seconds. Customers will begin taking delivery of the new Revuelto later this year.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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