



Grand Opening of Lamborghini Budapest

Opening of the first showroom in Hungary and local premiere of Lamborghini Revuelto

Sant'Agata Bolognese/Budapest, 29 September 2023 - Automobili Lamborghini has officially opened its first showroom in Budapest. Owned and operated by Porsche Inter Auto Hungaria, it is designed in line with Lamborghini's signature corporate identity, underscoring the brand's commitment to Hungary.

The celebratory evening opening event, attended by Automobili Lamborghini Chairman and CEO Stephan Winkelmann and Szabolcs Nagy, CEO at Porsche Inter Auto Hungaria, was also the occasion of the national premiere of the Lamborghini Revuelto¹ presented to guests in signature Bianco Monocerus colour.

"Lamborghini Budapest will welcome the growing number of Hungarian customers and enthusiasts of our cars and brand," said Stephan Winkelmann. "The new dealership will also support Lamborghini in its Cor Tauri strategy, a path that started in 2023 with the presentation of the new Revuelto: the first model with PHEV technology. This will be followed by hybridisation of the rest of the range by 2024, making Automobili Lamborghini the first super sports car brand with its entire fleet hybridised. With the launch of Lamborghini Revuelto, we are opening a new chapter in the history of our incredible V12".

"The result of significant investment and passion for the brand, we are delighted to have officially opened our new Lamborghini Budapest showroom, the first in Hungary," said Szabolcs Nagy, Lamborghini Budapest CEO. "Quickly an established destination for super sports car enthusiasts, we look forward to welcoming our clientele into our inviting new brand environment to explore the world of Lamborghini."

The 245 square meter showroom is located at Szerémi út 63. The new product range on display is enhanced by the Ad Personam: a dedicated area where clients can create a customised configuration for their new Lamborghini. The personalisation program allows owners to choose from virtually unlimited paint options as well as interior possibilities including leather, special stitching, carbon fibre elements and many other exclusive options for their new car. To go a step further, Hungarian clients can also visit the just-reopened Ad Personam Studio in Sant'Agata Bolognese and enjoy the personalization process in conjunction with a Lamborghini expert.

The official opening event saw guests enjoying the elegant and relaxing atmosphere of the showroom, charged by a Szandra Iván music performance. A gourmet dining experience was

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.



Media Information

created on site by the exclusive ArtGastronomy Catering, with an Italian menu for the special occasion.

Automobili Lamborghini is currently represented in Hungary exclusively in Budapest, with 79 dealerships in the EMEA region and 182 worldwide.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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