



Media Information

Lamborghini Debuts New Seattle Showroom

Italian marque celebrates expansion of retail footprint in the Pacific Northwest with VIP event featuring the brand's first hybrid plug-in super sports V12 - the Revuelto

Sant'Agata Bolognese/Seattle, WA, 12 October, 2023 - Automobili Lamborghini has unveiled its latest showroom in Seattle with a grand opening event featuring the market premiere of the brand's first V12 hybrid plug-in HPEV (High Performance Electrified Vehicle), the Revuelto. Automobili Lamborghini America Chief Executive Officer, Andrea Baldi, attended the event for a ribbon-cutting ceremony to commemorate the occasion.

Located at 13617 NE 20th Street in Bellevue, WA, Lamborghini Seattle offers a fully immersive lifestyle experience for customers as they personalize their dream cars. This new retail space breaks the mold of the typical storefront with a modern, state-of-the-art facility that serves as the perfect canvas for the brand's latest supercars - the V12 plug-in hybrid Revuelto, the all-terrain Huracán Sterrato, the V10-powered Huracán Tecnica, along with two new Urus Super SUV models - the high-performance Urus Performante and the powerful yet refined Urus S.

"Seattle ranks among the top wealthiest cities in the United States, making it the ideal location for Lamborghini's latest showroom," said Baldi. "Following a record-setting first half of the year in terms of sales, turnover and profitability, demand for Lamborghini vehicles is at an all-time high. As the brand transitions into a new era of electrified vehicles, Lamborghini Seattle will provide a further elevated experience for our customers with its new state-of-the-art facility."

As Lamborghini's largest single market, the United States continues to deliver steady growth in sales, turnover and profitability through 2023. In the first half of the year, the brand delivered a total of 1,625 cars, which is a 7% increase compared to the first half of 2022. The Urus continues to be the best-selling model, followed by the Huracán, which saw an increase of 62% in deliveries of the fun-to-drive Huracán Tecnica and the race-inspired Huracán STO. Both the Urus and Huracán models are sold out through the end of production. These results come at a crucial time, as Lamborghini enters 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.

The first step in phase two of Lamborghini's electric era was the launch of the Revuelto, which premiered globally in March 2023. This hybrid plug-in delivers more than 1,000 horsepower 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 at a suggested retail price of \$604,363 USD.



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In addition to the Revuelto unveiling, VIP guests were treated to a display of the brand's impressive lineup of classic and current supercars, including a vintage 1988 Countach and a 2022 Countach LPI 800-4. Attendees also enjoyed northern Italian cuisine from award winning restaurant Cascina Spinasse to further enhance the made-in-Italy experience.

Adding to the allure of Lamborghini's distinct aesthetic, this 2,707 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 provides 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

Information on Automobili Lamborghini: www.lamborghini.com



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