



Media Information

Lamborghini Ho Chi Minh's Grand Opening marks a new milestone in the Vietnamese super sports car industry

The showroom celebrates 60 years of the brand with exclusive Urus Performante and immersive 3D art experience

Sant'Agata Bolognese/Ho Chi Minh City, Vietnam, December 14, 2023 - Automobili Lamborghini announced the grand opening of Lamborghini Ho Chi Minh City Showroom, bringing with it a celebration of 60 years of excellence in the automotive industry. Located within Hilton Saigon Hotel in District 1, the cultural and financial center of this vibrant city, Lamborghini Ho Chi Minh City marked a new era for super sports car enthusiasts in Vietnam alongside a remarkable moment for the luxury automotive brand as it coincides with the celebration of Lamborghini's 60th anniversary.

Marking this significant occasion, an exclusive commissioned digital artwork was unveiled to invited guests and media. Titled "Lamborghini: Boundless Ingenuity, Timeless Legacy" and inspired by Lamborghini's 60th anniversary, along with the Grand Opening of the Lamborghini Ho Chi Minh City dealership, a collaborative effort between two accomplished artists created an immersive 3D motion graphic art piece. X3D STUDIO contributed the expertise in 3D animation, while popular Vietnamese DJ Larria provided a musical backdrop, showcasing their well-known creative works in their respective fields.

In this the multi-sensory experience, guests enjoyed a visual spectacle showcasing the storied brand through the past sixty years, enhanced by cutting-edge visual presentations, set against the vibrant backdrop of Ho Chi Minh City's unique culture.

Lamborghini Urus Performante was also showcased at the event giving the attendees the opportunity to discover the Super SUV sportiness and performance with design emphases that reflect the new Urus' prowess on street, track and loose surfaces.

"Vietnam is one of the markets with great potential and the opening of the Lamborghini Ho Chi Minh City showroom is a testament to the growing demand of our Lamborghini brand here." said Francesco Scardaoni, Region Director at Automobili Lamborghini Asia Pacific, "Our partnership with S&S Group, exemplified by its new Ho Chi Minh showroom, highlights our brand values, while at the same time delivering an unparalleled customer experience. We look forward to welcoming our current and new discerning clients to experience the new Lamborghini Ho Chi Minh City showroom".

The showroom, located at the Hilton Saigon Hotel, was strategically selected to offer customers an environment that matches the brand's aura and values. With its central location in District 1, the showroom provides 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



Media Information

carbon fiber. Collezione and Accessori Originali fashion offerings also add to the customer experience for those visiting the showroom.

Lamborghini Ho Chi Minh City

Hilton Saigon Hotel - 11 Me Linh Square, Ben Nghe Ward, District 1, Ho Chi Minh City

Hotline: 085 918 0088

Opening hours: 9:00 - 18:00 from Monday to Sunday

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