



Lamborghini unveils new showroom in São Paulo

Italian marque hosts local showcase of the all-terrain Huracán Sterrato for the first time in South America

Sant'Agata Bolognese/São Paulo, 20 March 2024 - Automobili Lamborghini has officially opened its first showroom in São Paulo Brazil last night with the South American debut of the all-terrain Huracán Sterrato. The celebratory evening opening event was attended by Automobili Lamborghini Chairman and CEO, Stephan Winkelmann joined by Chief Marketing and Sales Officer, Federico Foschini, and Lamborghini America Chief Executive Officer, Andrea Baldi.

"São Paulo has become an influential force in Brazil's growing automotive community, and we are sure Lamborghini São Paulo will welcome the growing clientele and enthusiasts who share a passion for our brand and cars," said Stephan Winkelmann. *"This new state-of-the-art showroom will guarantee an elevated experience to our customers while it will also support Lamborghini's Direzione Cor Tauri strategy with the transition this year to the new era of hybridization."*

Situated in one of Brazil's most dynamic and influential cities, at Av. Pedroso de Morais, 2274 - Pinheiros, São Paulo - SP, the showroom embodies the brand's dedication to its future design direction. Featuring captivating exteriors, Lamborghini redefines the traditional storefront with a modernized look that reflects the company's core values. Boasting floor-to-ceiling windows that create a jewel box ambiance, this new retail space offers an immersive brand experience. It features Collezione and Accessori Originali fashion offerings, along with an Ad Personam customization room where customers can personalize their dream cars with an extensive selection of bespoke colors and materials.

The ribbon-cutting ceremony also saw the market premiere of the Huracán Sterrato. The first of its kind, the Huracán Sterrato explores a new frontier in driving pleasure, designed to push the envelope when the asphalt ends. With a top speed of 260 km/h, the all-terrain Huracán can accelerate from 0-100 km/h in 3.4 seconds. Lamborghini São serves as the perfect canvas for the company's super sports cars range - the V10-powered Huracán Tecnica, and the all-terrain Huracán Sterrato, along with two new Urus Super SUV models - the high-performance Urus Performante and the powerful yet refined Urus S.

The grand opening of the São Paulo showroom comes at a time of growth for Lamborghini, as the company delivered more than 10,000 cars in 2023, with a 10% increase over 2022, while the Americas region delivered 3,465 units, a 9% increase over 2022. These exceptional results provide a strong foundation as Lamborghini continues its path through electrification with the Direzione Cor Tauri roadmap, which resulted in the start of the hybridization phase in 2023 with the launch of the Revuelto, the first HPEV (High Performance Electrified Vehicle) hybrid super sports car.



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