



Automobili Lamborghini Unveils Redesigned Showroom in Long Island Showcasing First Plug-In Hybrid Super SUV

The New York Tri-State Area remains the third largest market in the United States, as Lamborghini celebrates record-breaking growth in 2023

Sant'Agata Bolognese/Jericho, NY, 2 May 2024 – Automobili Lamborghini celebrated the debut of its redesigned showroom in Long Island on April 30 with a VIP event following the brand's best year in terms of sales and deliveries in 2023. The grand opening event featured the market premiere of the Urus SE¹ – the first plug-in hybrid SUV and most powerful version of the best-selling car ever for the company.

Lamborghini clientele were joined by local VIPs and business leaders, as well as key brand executives, including Automobili Lamborghini Chairman and Chief Executive Officer, Stephan Winkelmann; Chief Marketing and Sales Officer, Federico Foschini; and Lamborghini America Chief Executive Officer, Andrea Baldi.

"2023 was an extraordinary year of growth for Lamborghini, as we delivered more than 10,000 cars to customers, expanded our retail footprint, and entered the second phase of the Direzione Cor Tauri investment program with the world premiere of our first V12 hybrid plug-in HPEV," said Winkelmann. *"2024 promises to be another exciting year with a second hybrid added to our lineup – the Urus SE, which made its U.S. debut last night in New York City. To meet growing demand for our cars, it's critical to invest in our partners and customers with a further elevated brand experience. Situated just outside of Manhattan, the state-of-the-art Long Island showroom showcases Lamborghini's new design direction as we continue the transition to a new era of electrified vehicles."*

Located at 115 S Service Rd, Jericho, NY 11753, Lamborghini Long Island features the best of Italian automotive design and engineering, with the latest super sports cars and Super SUVs on the market. The 5,575 square-foot storefront provides an immersive brand experience, complete with Collezione and Accessori Originali fashion offerings and an Ad Personam customization room, where clients can personalize their dream cars with a nearly infinite array of bespoke colors and materials.

The opening of the Long Island showroom comes at a time of immense growth for Lamborghini, as the company delivered 10,112 cars globally in 2023, a 10% increase over 2022, with the Americas region accounting for 3,465 units, a 9% increase over the previous year. These exceptional results provide a strong foundation as Lamborghini continues the second phase of the Direzione Cor Tauri investment program – the roadmap through electrification, which began with the global launch of the brand's first HPEV, the Revuelto², in March 2023, followed by the premiere of the first plug-in hybrid Super SUV, the Urus SE, on April 24, 2024.

Guests who attended the grand opening of Lamborghini Long Island had the opportunity to see the Revuelto and Urus SE in person. With more than 1,000 horsepower and a top speed of 217 mph, the Revuelto features a brand new 6.5-liter V12 mid-engine with three electric

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 is in the type approval stage.
² Fuel economy values of Revuelto: Fuel economy combined (electricity+gasoline): 23 MPGe (EPA); Fuel economy combined (gasoline only): 12 MPG (EPA)



Media Information

motors and 8-speed dual-clutch transmission. For customers in the market for a Super SUV, the Urus SE features a twin-turbo 4.0 V8 engine and a 25-kWh lithium-ion battery, which deliver a total output of 800 CV (789 horsepower), reaching a top speed of 194 mph (Urus S: 190 mph).

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

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jic.uk.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com