



Media Information

Automobili Lamborghini and Technics present the Direct Drive Turntable System SL-1200M7B

Performance and sound together for the launch of the new turntable

Sant'Agata Bolognese/Munich, 9 May 2024- Automobili Lamborghini and Technics announces the new SL-1200M7B turntable. The SL-1200M7B is a special edition based on the SL-1200MK7/SL-1210MK7 DJ models from the SL-1200 turntable series, which have garnered widespread acclaim and popularity over the years.

The 60-year history of both Automobili Lamborghini and Technics shares similar values in the two companies' underlying corporate cultures. Both engage in thorough technological development, using unique ideas to provide customers with unforgettable experiences, and are uncompromising in their approach to manufacturing, pursuing an emotional sound that touches every enthusiast's heart.

Sound is another characteristic element of the two brands. With the dynamic emotion provided by the engine sounds of Automobili Lamborghini and the rich audio experience presented by Technics' audio solutions, both brands have sought to develop sounds that stimulate the customer. This collaboration was born from the commonalities between the brands' concepts and sound-making initiatives.

Technics for Automobili Lamborghini SL-1200M7B Direct Drive Turntable System functions are based on the SL-1200MK7/SL-1210MK7 models, while the design is inspired by Automobili Lamborghini's iconic Y-shape pattern. Orange, green and yellow are the colours of the SL-1200M7B, based on the most iconic liveries of the Italian automotive marque's super sports cars.

The SL-1200M7B will be available for purchase exclusively through sales channels authorized by Technics and specialized stores. For more information: www.technics.com/technics-x-automobili-lamborghini-sl-1200m7b.html

The product will be available for ordering from May 9, 2024, and will be available from the end of June 2024.¹

Purchasers of the SL-1200M7B will be treated to an exclusive gift in the form of a vinyl record featuring the powerful engine and driving sounds of six different Lamborghini V12-engine super sports cars, recorded especially for this project: 400GT 2+2, Miura SV, 25th Anniversary Countach, Diablo 6.0 SE, Murciélago LP 640 and Revuelto².

¹The timing may vary depending on the country and the authorized Technics dealer.

² Consumption and emission values of Revuelto: Fuel consumption combined: 11,86 l/100km; Power consumption combined: 10,1 kWh/100 Km; CO2-emissions combined: 276 g/km; Efficiency class combined: G; Fuel consumption with discharged battery combined: 17,8 l/100km; CO2 efficiency class with discharged battery: G; WLTP values.



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The vinyl itself is a picture disc illustrating the tire of one of the Lamborghini's latest models, the Revuelto. Customers can enjoy listening to the engine sounds as the tire spins atop the turntable. Purchasers of the SL-1200M7B will also receive a slipmat and two stickers featuring the Automobili Lamborghini and Technics logos.

Features of the SL-1200M7B

- Coreless direct drive motor achieving stable rotation free of cogging and powerful torque
- Highly sensitive, yet robust tonearm accurately reading the signal engraved in the record groove
- Two-layer structure platter with improved vibration damping performance
- High rigidity cabinet and high damping insulator for thorough shut-out of all vibrations, even during harsh operation conditions
- Starting torque/brake speed adjustment function
- Pitch control function enables accurate and stable pitch adjustment
- Reverse play function expands the flexibility of DJ playing styles
- Stylus illuminator featuring a high-brightness and long-life LED

About Technics

The Technics brand was established in the same era in 1965. Beginning with the Technics I speaker, the brand has gone on to develop revolutionary audio products and technologies, including amps, players, and tuners. In particular, the direct-drive turntable was an industry gamechanger, laying the foundation for today's DJ and club music scenes. Today, in a diverse music scene that favors both analog and digital audio, Technics continues to lead the market as a comprehensive audio brand.

Further detailed information will be provided via official Technics social media channels: Facebook / X / Instagram / YouTube and Automobili Lamborghini.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





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