



## New Lamborghini showroom opening in Tallinn, Estonia

### Lamborghini Tallinn welcomes customers and enthusiasts in a newly-built facility

Tallinn, 6 September 2024 – Automobili Lamborghini inaugurated its new showroom in Tallinn, marking a new chapter in its 18-year presence in the Estonian market. The opening celebrations featured a line-up of Lamborghini models including the Urus SE<sup>1</sup> introduced for the first time to the Estonian market, and Revuelto<sup>2</sup>: the first V12 plug-in hybrid super sports car presented by the brand. The Urus SE, the brand's plug-in hybrid SUV and most powerful version of Lamborghini's best-selling car, engaged guests with its new design, technologies and Arancio Egon color. Around 250 customers and guests were present at the celebratory event together with Francesco Cresci, Automobili Lamborghini Director of the EMEA Region and Jakob Graf, Head of Central and East Europe, CIS, and Baltic.

Shortly after the official opening ceremony, the Urus SE presentation turned into an immersive performance, created by a brave symbiosis between talented dancers and the Estonian National Male Choir, against a backdrop of the link between heritage and the future represented by the presence of the iconic LM002 and Urus SE. Also starring in the evening was a Revuelto in Giallo Countach, showcasing two out of three models currently offered to the market by the marque in hybrid version while an iconic Huracan EVO Spyder<sup>3</sup> and Diablo grabbed the attention of brand fans. Throughout the evening guests enjoyed delicious Italian-style cooking stations hosted by Estonian chefs, and could create an exclusive scent or soundtrack associated with their favorite Lamborghini model thanks to Lamborghini partners in attendance.

*"The new Lamborghini Tallinn dealership will welcome the growing number of Estonian customers and enthusiasts of our cars and brand," said Francesco Cresci, Director of Europe, Middle East and Africa Region. "The new facility comes at a time of a big growth for Lamborghini. As already announced by our Chairman and CEO Stephan Winkelman, we have just completed a part of the electrification strategy – named Cor Tauri – with the hybridization of the entire Lamborghini line-up, making Automobili Lamborghini the first super sports car brand to do so."*

Lamborghini Tallinn now provides an even more comfortable environment where customers can fully immerse themselves in the process of selecting and configuring their dream cars while Brand Extension and Accessori Originali ranges are always available to owners and brand fans.

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<sup>1</sup> 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.

<sup>2</sup> Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO<sub>2</sub>-emissions combined: 276 g/km (WLTP)

<sup>3</sup> Fuel consumption and emission values of Huracán Evo Spyder; Fuel consumption combined: 14,9 l/100km (WLTP); CO<sub>2</sub>-emissions combined: 338 g/km (WLTP)



## Media Information

Lamborghini Tallinn has been operated by Auto 100 Premium OÜ since 2006, representing the Italian super sports car marque for sales and servicing of Lamborghini cars in Estonia.

*“I believe passion is a keyword that characterizes both Lamborghini and Auto 100 Premium OÜ. We undertake our daily work with dedication and passion. Lamborghini has created iconic cars that are the absolute pinnacle of the automotive industry, both in design and driving performance. Auto 100 Premium OÜ is privileged to be part of this emotion by representing the brand in Estonia. Today’s moment is the fulfillment of one big dream. From today, Lamborghini cars have their own real home, with a department of both sales and service in one house. I believe that the new showroom will offer customers an unrivalled Lamborghini experience in both purchase and aftersales,”* said Maario Orgla, CEO of Auto 100 Premium.

The new showroom, conveniently located at Pirni 1, is designed and equipped to provide the ultimate luxury experience to clients. The 351 m2 showroom creates the distinctive Lamborghini environment: clean lines, sharp polygonal shapes and bright color highlights. The interior incorporates digital elements that allow visitors an immersive insight into the world of Lamborghini, while the Ad Personam personalization studio allows clients to customize their new Lamborghini with virtually limitless colors, materials, trims and accessories.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Media Events & Brand Extension Communication  
Rita Passerini  
T +39 349 4598271  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Corporate Publishing  
Barbara Grillini  
T +39 366 8778823  
[barbara.grillini@lamborghini.com](mailto:barbara.grillini@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

#### Regional Offices

Europe, Middle East & Africa  
Liliya Dovbenchuk  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +65 8711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

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

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

Japan  
Yasuki Yamagishi  
T +81 801 1343 7756  
[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)



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