



Automobili Lamborghini Debuts Refreshed Calgary Showroom

Italian automobile manufacturer showcases the brand's first hybrid plug-in, the Revuelto, during opening event

Sant'Agata Bolognese/Calgary, AB, September 27, 2024 – Automobili Lamborghini presented the new design aesthetic at the Lamborghini Calgary showroom, during an opening celebration featuring the market premiere of the Revuelto¹, a V12 hybrid plug-in HPEV (High Performance Electrified Vehicle) with more than 1,000 horsepower. To commemorate the occasion, executives from the famed Italian marque were in attendance for a ribbon-cutting ceremony, including the Chief Executive Officer of Automobili Lamborghini Americas, Andrea Baldi.

“Following Lamborghini’s best half year ever, in terms of our 2024 sales and turnover, we are continuing to make significant strides with new retail spaces,” said Baldi. *“With demand for Lamborghini vehicles at an all-time high, the Calgary showroom will provide a further elevated experience for our customers, particularly during the brand’s transition into a new era of electrified vehicles.”*

The updated showroom, which highlights Lamborghini’s updated corporate identity, serves as the perfect canvas for the brand’s supercars – the 1,015-horsepower hybrid V12 Revuelto and the all-terrain Huracán Sterrato², along with three Urus Super SUV models – the high-performance Urus Performante³, the powerful yet refined Urus S⁴ and all-new hybrid Urus SE⁵. With a top speed of 312 km/h, the Urus SE can accelerate from 0-100 km/h in 3.4 seconds. Customers will begin taking deliveries later this year at a suggested retail price of \$304,100 CAD.

Located at 787 Heritage Dr SE, Calgary, AB T2H 0A8, Canada, this cutting-edge showroom is strategically positioned to support the surrounding provinces of British Columbia Interior, Alberta, Saskatchewan and Manitoba.

The updates to the Calgary showroom come at a time of immense growth for Lamborghini. The company delivered 5,558 cars globally in the first six months of 2024, a 4.1% increase over 2023, with the Americas region remaining the number one, accounting for 1,865 units. These exceptional results provide a strong foundation while the company completes the third step in its electrification strategy with the hybridization of the entire Lamborghini

1 Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO₂-emissions combined: 276 g/km (WLTP)

2 Fuel consumption and emission values of Huracán Sterrato; Fuel consumption combined: 14,9 l/100km (WLTP); CO₂-emissions combined: 337 g/km (WLTP)

3 Fuel consumption and emission values of Urus Performante; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)

4 Fuel consumption and emission values of Urus S; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)

5 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



Media Information

lineup, which now includes the recently debuted Temerario⁶, the flagship Revuelto and Super SUV Urus SE.

Adding to the allure of Lamborghini's distinct aesthetic, the all-new retail space features 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 carbon fiber. Collezione and Accessori Originali fashion offerings also add to the customer experience for those visiting the showroom.

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Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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