



Automobili Lamborghini Debuts Redesigned San Francisco Showroom

Italian marque hosts VIP event in leading U.S. market while featuring its full hybrid vehicle lineup

Sant'Agata Bolognese/San Francisco, CA, 25 October 2024 – Automobili Lamborghini celebrated the opening of its redesigned San Francisco showroom last night with the full hybrid lineup on display, including the new twin-turbo Temerario¹ super sports car, the V12 plug-in Revuelto² HPEV (High Performance Electrified Vehicle) and the Urus SE³ Super SUV. Lamborghini Americas Chief Executive Officer, Andrea Baldi, was in attendance for this commemorative event, which comes on the heels of record-breaking sales results for the first half of 2024.

“California continues to be the best performing market in the United States with 25% of total sales in the first half of 2024” said Andrea Baldi, Automobili Lamborghini Chief Executive Officer for the Americas. *“As we complete the third step in our Direzione Cor Tauri electrification strategy, California is primed for a successful second half of the year and beyond with the introduction of our full hybrid lineup, including the Temerario, Revuelto and Urus SE Super SUV. With the new electrified models and the latest corporate design and technology updates, Lamborghini San Francisco is better positioned to serve its loyal clientele by providing a further elevated brand experience.”*

Located at 620 Du Bois St, San Rafael, CA 94901, Lamborghini San Francisco features the best of Italian automotive design and engineering, with the latest super sports cars and super SUVs on the market. This redesigned showroom has been updated with a new corporate design aesthetic and state-of-the-art technology that provides a more 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 showroom refresh comes at a time of enormous growth for Lamborghini, with 5,558 cars delivered globally in the first six months of 2024 – a 4.1% increase over 2023 – with the United States accounting for 1,637 units, continuing its position as the number one market for the brand. These exceptional results provide a strong foundation while the company completes the third step in its Direzione Cor Tauri electrification program with the hybridization of the entire vehicle line, which now includes the successor to the Huracán, the Temerario, the flagship Revuelto and the Urus SE Super SUV.

Guests who attended the opening event had the opportunity to see the full hybrid lineup in person, which hasn't been displayed together in California since the global premiere of the Temerario on August 16 during Monterey Car Week. The successor to the legendary Huracán,

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 Consumption and emission values of Revuelto*: Combined fuel consumption: 11,86 l/100km; Combined power consumption: 10,1 kWh/100 Km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; Combined fuel consumption with discharged battery: 17,8 l/100km; CO2 efficiency class with discharged battery: G; [WLTP]

³ Consumption and emission values of Urus SE*: Combined fuel consumption: 2,08 l/100km; Combined power consumption: 39,5 kWh/100 Km; Combined CO2 emissions: 51,25 g/km; Combined CO2 efficiency class: B; Combined fuel consumption with discharged battery: 12,9 l/100km; CO2 efficiency class with discharged battery: G; [WLTP]



Media Information

the Temerario has a total power output of over 900 horsepower and can accelerate 0-62 mph in 2.7 seconds. This new model joins the brand’s first HPEV, the Revuelto, which features a 6.5-liter V12 mid-engine with three electric motors and 8-speed dual-clutch transmission capable of more than 1,000 horsepower and a top speed of 217 mph, along with the hybrid version of the brand’s best-selling Super SUV, the 789 horsepower Urus SE.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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