



A parade of Lamborghinis storms the streets of Tokyo in celebration of Lamborghini Day Japan

**Customers, media and fans from Asia Pacific participate in the region's premiere of
Lamborghini Temerario.**

Tokyo, Japan, 30 November 2024 – 130 Lamborghinis took over streets of Tokyo for the 2024 edition of Lamborghini Day Japan. The traditional parade of cars through specially closed roads in the capital city concluded at the National Stadium in Shinjuku that hosted the 2020 Olympic games, providing a fitting background not only for the finale of Lamborghini Day Japan but also the Asia Pacific premiere of the Temerario¹. Lamborghini owners, media and enthusiasts from Japan, Asia Pacific and even European regions, gathered to witness the unveiling of Lamborghini's new plug-in hybrid High Performance Electrified Vehicle (HPEV), the Temerario.

Automobili Lamborghini Chairman and CEO Stephan Winkelmann lifted the flag for the parade's start at the Tokyo Prince Hotel in Minato ward, which cruised through Roppongi, Omotesando and Harajuku before arriving at the National Stadium.

"I am always overwhelmed by the passion from Lamborghini customers and fans in Japan, witnessed in our traditional Tokyo Street parade as well as during the Asia Pacific premiere of Lamborghini Temerario: a car in a class of its own that embodies innovation and performance from both a technical and stylistic point of view. The Temerario marks a significant milestone in our journey, marking the completion of our hybridized line-up within our Direzione Cor Tauri strategy. With the launch of the Temerario, we are the first super sports brand offering a fully hybridized model range," said Stephan Winkelmann.

The presentation of the Temerario to over 500 guests saw Automobili Lamborghini board members join Stephan Winkelmann in Tokyo, including Design Director Mitja Borkert and Product Line Director Paolo Racchetti.

Francesco Scardaoni, Regional Director of APAC, commented: *"We are thrilled to host the Asia Pacific premiere of Temerario here in Japan, with its remarkable new V8 twin-turbo powerplant and cutting-edge hybrid engineering delivering the highest levels of performance. It embodies Lamborghini's commitment to pushing boundaries and setting new standards in power and exclusivity. The excitement from future owners here in the region is palpable and we look forward to seeing the Temerario take its place in Lamborghini Day Japan events in the future."*

Davide Sfrecola, Head of Automobili Lamborghini Japan added, *"Every year, Lamborghini Day Japan provides an incredible opportunity to engage with our customers, media and fans. This year, the occasion was also marked by presenting the Lamborghini Temerario, marking a new era for our super sports car brand in the region."*

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 are in the type of approval stage.



Media Information

The Temerario is the second vehicle in Lamborghini's HPEV (High Performance Electrified Vehicle) range, following on from the Revuelto². It redefines performance, driving pleasure and comfort and, together with the Urus SE³, completes the Italian marque's hybridized model range. The Temerario sets a new standard in the super sports car segment. The new hybrid powertrain combines an all-new V8 twin-turbo engine with three electric motors to deliver an overall maximum power of 920 CV and is the first and only series-produced super sports car engine to reach 10,000 rpm. It boasts acceleration of 0-100 km/h (0-62mph) in just 2.7 seconds and a top speed of over 340 km/h (210+ mph).

Showcased at the National Stadium were 30 classic cars including the celebrated 400 GT, Espada, Urraco, Jalpa and a Diablo SE Jota, together with current and earlier Lamborghini models with highlights including the Revuelto and Urus SE; plus Huracán Sterrato⁴, Huracán Tecnica, Huracán STO and Aventador LP 780-4 Ultimae.

During Lamborghini Day Japan customers also immersed themselves in Lamborghini's Ad Personam personalization program, which allows customers to choose among infinite possibilities of exteriors, interiors with myriad colors, trims, options and special finishes, allowing customers to create their unique dream car. Guests explored collaborations with Lamborghini's partner brands too, including Tod's, Ducati, Lavazza, Technics and Champagne Carbon.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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2 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)

3 Urus SE consumption and emission values: Combined fuel consumption: 2.08 l/100 km. Combined energy consumption: 39.5 kWh/100 km. Combined CO₂ emissions: 51.25 g/km. Combined CO₂ emission efficiency class: B. Combined fuel consumption with low battery: 12.9 l/100 km. CO₂ efficiency class with low battery: G; WLTP

4 Fuel consumption and emission values of all Huracán models; Fuel consumption combined: 14,9-13.9 l/100km (WLTP); CO₂-emissions combined: 338-328 g/km (WLTP)



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