



Automobili Lamborghini celebrates a record year with 10,687 cars delivered

Outstanding success under the banner of the new fully-hybridized product range

Sant'Agata Bolognese, 9 January 2025 – With a total of 10,687 cars delivered during 2024, equivalent to an increase of 6% compared to 2023, Automobili Lamborghini scores the best annual result in its history for deliveries to customers. This milestone testifies to the marque's client loyalty as well as a growing new customer base, and confirms the success of the company's 360-degree strategy built on brand and product innovation and excellence in the luxury super sports car segment.

"2024 was a year of continuous growth for Automobili Lamborghini, in line with the positive trend of the last several years: an accomplishment that reflects the increasingly strong bond we have with our customers and the growing interest in our brand shown by new generations," remarked Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *"In a period of transformation we have introduced models that earned the seal of approval, reflecting our commitment to always pushing boundaries and expectation while focused on sustainable development. The results highlight the success of strategically balancing supply and demand, along with a well-calibrated order portfolio, strengthening the brand's desirability and the residual value of our products."*

In 2024 all three macro-regions experienced growth compared to previous years, showing a positive and balanced trend that is also reflected in the individual markets in which Automobili Lamborghini operates. The EMEA area led the expansion with a 6% increase and 4,227 cars delivered, followed by the Americas up 7% with 3,712 units. The APAC region registered an increase of 3%, reaching a total of 2,748 cars distributed.

"2024 was an extraordinary year for Automobili Lamborghini, with results that reflect not only the strength of our product portfolio, but also the crucial support of our network of 186 dealers and the brand's well-established presence in all 56 international markets where we operate," said Federico Foschini, Chief Marketing and Sales Officer. *"Thanks to the strategy adopted, we demonstrated that Automobili Lamborghini is not only a leader in the super sports car segment, but also a touchstone for the future of luxury automobiles."*

Balanced growth was also recorded across the three models in the lineup, with the top place going to the Revuelto¹, the first super sports V12 hybrid HPEV produced in Sant'Agata Bolognese. Right from its presentation in March 2023, the Revuelto grabbed the attention and interest of customers worldwide. Renowned internationally for its exceptional performance and bold design, the Revuelto has secured a strong order portfolio that extends until the end of 2026.

¹ 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; Combined CO2 emissions and discharged battery efficiency classes: G; [WLTP].



Media Information

Alongside the Revuelto, the Huracán² also played a pivotal role in the success of 2024. With production of the last cars still in progress with deliveries scheduled throughout 2025, in its five versions of Sterrato, EVO Spyder, Tecnica, STO and STJ, the Huracán is moving toward the end of its production cycle and will pass the baton to its heir, the Temerario³. Unveiled in August 2024 during the USA's Monterey Car Week, the Temerario garnered significant attention thanks to its innovative design and world-class technological features, firmly establishing itself as a genuine “*Fuoriclasse*”.

The role of the Urus⁴ range as a pillar of the Lamborghini lineup has been consolidated thanks to the unveiling of the Urus SE⁵ plug-in hybrid version in April 2024 at the Beijing Auto Show. This model, which is set to replace the current Urus S and Performante versions, marks a significant step forward thanks to its mix of distinctive design, cutting-edge technologies, and extraordinary versatility. The Urus SE received an immediate positive response on a global scale, reinforcing Lamborghini's leadership in the super SUV segment.

2024 was not only a record year but an important turning point for Automobili Lamborghini. Over 18 months the company presented three new models and completed the transition towards an entirely hybrid range, in alignment with its Direzione Cor Tauri strategy, becoming the first super sports car manufacturer in the world to offer a completely electrified portfolio.

These results enable the House of Sant'Agata Bolognese to approach 2025 with its strongest product lineup ever. During 2025 and in the coming years, the company will continue to invest in technology, keeping the focus on innovation as an integral part of the most significant investment campaign in its history, and facing the challenges of the future with the same determination that marked its success in 2024.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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² 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)

³ 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.

⁴ Fuel consumption and emission values of all Urus models; Fuel consumption combined: 14,1-12,7 l/100km (WLTP); CO₂-emissions combined: 325-320 g/km (WLTP)

⁵ 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; Combined CO₂ emissions and discharged battery efficiency classes: G; [WLTP].



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