



Lamborghini inaugurates its new showroom in Marbella

Lamborghini expands its dealer network in Spain with the opening of its third official showroom in the country

Sant'Agata Bolognese/Marbella, 16 July 2025 – Automobili Lamborghini has announced the opening of Lamborghini Marbella, the brand's third official dealership in Spain, with an exclusive evening event hosted by Stephan Winkelmann, Chairman and CEO, and Federico Foschini, Chief Marketing & Sales Officer. Located in the iconic Puerto Banús, the new 270-square-meter showroom opens its doors in one of the country's most exclusive and vibrant destinations, establishing a new point of reference for customers and brand enthusiasts in the south of the Iberian Peninsula.

After exploring the new Lamborghini Marbella facilities and the Lamborghini's most iconic creations: the Revuelto¹ – the first V12 HPEV super sports car, the Super SUV Urus SE², and the new "Fuoriclasse" Temerario³, guests enjoyed a seaside dinner. One of the highlights of the evening was the display of the Tecnomar for Lamborghini 63 – the exclusive high-performance yacht inspired by the design of the Lamborghini Sián, born from the collaboration with Tecnomar. The experience was enhanced by a carefully curated selection of artistic performances, including flamenco, dance, and a DJ set, creating an ideal atmosphere for a summer celebration. As a final touch, the port's control tower was illuminated with the Lamborghini emblem, marking the brand's arrival in the city.

"It is an honor to celebrate the opening of Lamborghini Marbella and to continue expanding our network in Spain and southern Europe," said Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini. *"This new location will allow our customers to discover our fully hybrid super sports car range and personalize their dream vehicle through the Ad Personam program, which reflects the brand's commitment to exclusivity, technology, and high performance".*

Lamborghini Marbella spans 270 square meters across two floors, where brand design and customer experience seamlessly blend with the distinctive setting of Puerto Banús. Through its large glass façades, the models on display draw attention from outside, while inside, customers can explore the current range, configure their vehicle, and receive personalized guidance to complete their purchase. In addition, Lamborghini Marbella will feature a 730-square-meter workshop to meet the needs of its customers.

"Joining the Lamborghini family with the opening of our dealership in Marbella is a great privilege," said Basel Alkhatib, Co-owner and Managing Director of Lamborghini Marbella. *"Our mission is to offer customers an experience that lives up to the brand's legacy at a pivotal moment, with the most powerful, customizable, and advanced model range in its history."*

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 Consumption and emission values of Urus SE: Fuel consumption combined 2,08 l/100km; Power consumption combined: 39,5 kWh/100 Km; CO₂ emissions combined: 51,25 g/km; CO₂ efficiency class: B; Fuel consumption with discharged battery combined: 12,9 l/100km; CO₂ efficiency class with discharged battery: G; (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 is in the type approval stage



Media information

The fully hybridized range of super sports cars, is on display at the new Marbella showroom, becoming one of the main attractions for customers and brand enthusiasts in the city. The super sports cars combine lower emissions with increased performance, efficiency, and the pure driving experience that defines Lamborghini.

ABOUT AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant’Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive excellence. After 60 years of creating some of the most iconic cars in automotive history, Lamborghini became the first brand in the super sports car segment to offer a fully hybridized lineup: the Revuelto, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario, the only production super sports car capable of reaching 10,000 rpm, thanks to its all-new twin-turbo V8. Together, these models redefine performance while significantly reducing emissions.

Every Lamborghini is proudly conceived, designed, and built in Italy at the company’s historic headquarters in Sant’Agata Bolognese—a production site that has been carbon-neutral for over a decade. Today, the one and only Sant’Agata Bolognese plant stands at the forefront of sustainability and technological innovation, reflecting the brand’s broader commitment to decarbonization across its entire value chain under the “Direzione Cor Tauri” strategy.

In 2024, the plant reached a new milestone with 10,687 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 56 countries through 186 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected, and authentic.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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