



Italian heart, global power: Lamborghini roars into Busan

Lamborghini unveils its fourth showroom in the southern region of Korea

Sant'Agata Bolognese/Busan, South Korea – September 1, 2025 – Automobili Lamborghini proudly announces the grand opening of its newest showroom in Busan. With its 100% Italian heritage and growing global footprint, Lamborghini continues to bring unparalleled craftsmanship, performance, and passion to enthusiasts around the world. The new location further strengthens Lamborghini's presence in South Korea, expanding access to the brand's iconic super sports car in the southern region. This launch also marks Italia Automobili's second Lamborghini showroom in the country, following the successful opening of its Bundang location last year.

The new facility features Lamborghini's signature design language, defined by clean lines, sharp polygonal shapes and bright color accents — creating an environment that fully embodies the essence of the brand.

Federico Foschini, Chief Marketing and Sales Officer of Automobili Lamborghini and Francesco Scardaoni, Region Director of Automobili Lamborghini Asia-Pacific hosted the special inauguration with over 160 customers, guests and media attending the celebration of the grand opening of the showroom.

"I am delighted to celebrate the opening of our brand-new showroom in Busan, marking Lamborghini's fourth showroom in South Korea," Federico Foschini, Chief Marketing and Sales Officer of Automobili Lamborghini. *"It brings us closer to our customers — and those aspiring to become owners — the opportunity to purchase and service their Lamborghinis across the southern region of South Korea. We are confident in seeing the Lamborghini community grow in this dynamic market."*

"The opening of our Busan showroom marks a significant step forward in Lamborghini's expansion in South Korea. By partnering with Italia Automobili, we are confident this collaboration will elevate our brand presence — delivering an ownership experience that truly reflects the pinnacle of Italian design, engineering, and customization. With their deep market understanding and our shared commitment to excellence, we are poised to accelerate toward new milestones together," said Francesco Scardaoni, Region Director of Automobili Lamborghini Asia Pacific.

Hyeok-min Kwon, CEO of Italia Automobili, added: *"With as a fully equipped 3S facility, Lamborghini Busan is dedicated to delivering premium services and an exceptional brand experience to customers throughout southern Korea. We remain committed to crafting one-of-a-kind experiences that engage and inspire Lamborghini enthusiasts."*

Temerario¹, Lamborghini's all-new twin-turbo V8 High Performance Electrified Vehicle (HPEV), was designed and developed from scratch in Sant'Agata Bolognese. Revuelto², the brand's

¹ Temerario: Combined energy consumption: 26,8 kWh/100 Km plus 11,2 l/100km; Combined CO2 emissions: 272 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 14 l/100km

² Revuelto: Combined energy consumption: 10,1 kWh/100 Km plus 11,86 l/100km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 17,8 l/100km



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first flagship VI2 HPEV, marks a bold new era in performance electrification. To mark the occasion, Lamborghini showcased its complete hybrid lineup — from the groundbreaking Revuelto and the Urus SE³, the first plug-in hybrid Super SUV, to its latest innovation: the all-new Temerario.

Strategically located near Centum City — Busan's premier luxury and automotive hub— Lamborghini Busan is a state-of-art 3S facility offering sales, service, and spare parts under one roof. Spanning three floors and covering a total floor area of 2,710 square meters., Designed to deliver a seamless and elevated brand experience, the fully integrated facility provides customers with comprehensive access to Lamborghini's best-in-class services.

The showroom features a dedicated Ad Personam room – where customers can embark on a bespoke personalization journey. With unlimited choice of colours and materials and finishes, customers can configure their own dream Lamborghini – from the exterior colours to interior trims using the Lamborghini Car Configurator, creating a vehicle that reflects their personalities and lifestyle. In addition, it also offers the opportunity for customers to touch and feel the world of Lamborghini: experiencing premium leathers, exclusive materials such as carbon fiber, and even exhaust components.

The service workshop is equipped with six dedicated work bays – including a specialized pre-inspection bay. Customers are attended to by professionally trained and certified technicians, ensuring every vehicle is maintained to Lamborghini's uncompromising quality standards. Equipped with certified high-voltage PHEV specialists and advanced diagnostic technology, the facility is ready to support Lamborghini's electrified lineup — signaling the brand's bold entry into a new era of performance and innovation.

Following the opening, Lamborghini Busan will host a series of customer engagement initiatives throughout September. These include test drive events of the Lamborghini full hybrid lineup in Busan through September 7, with additional sessions planned at Lamborghini Bundang. The program also features several pop-up activations in Busan, a driving experience in Daegu and a dedicated service clinic for customers later in the month. These experiences reflect Lamborghini's commitment to innovation, performance and active engagement with its passionate community in South Korea.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



³ Urus SE: Combined energy consumption: 39,5 kWh/100 Km plus 5,71 l/100km; Combined CO2 emissions: 140 g/km; Combined CO2 efficiency class: E; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 12,9 l/100km



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