



Official opening of Lamborghini Mayfair

Showroom in the heart of exclusive London district formally inaugurated: expanding dealer network and clientele testament to the Italian super sports car marque's success

Sant'Agata Bolognese, Italy/Mayfair, London 10 October 2025 – Lamborghini Mayfair was officially opened by Automobili Lamborghini Chairman and CEO Stephan Winkelmann on 9 October, together with guests and VIPs who gathered in the UK capital for the occasion. Situated in London's iconic Berkeley Square, the showroom with windows onto the exclusive Mayfair neighborhood includes an Ad Personam dealer lounge where clients can personalize their new model, with the most extensive dealer display in Europe of the virtually limitless colours and finishes offered by Lamborghini.

"Lamborghini Mayfair is a true 'destination' showroom, and the official inauguration of this exceptional location is testament to the eminent appeal of our Italian super sports car marque," said Stephan Winkelmann. *"Lamborghini has the most complete super sports car model range available, now entirely hybridized with electrification complementing both drivability and the sportiness of our iconic models. The Mayfair opening is a highly strategic and important moment for Lamborghini: the UK is consistently in our top four markets worldwide, and this London location also connects with our international clientele who regularly frequent this capital city. We are delighted to establish this destination boutique location with our long-time partner HR Owen, which continues to demonstrate a long-term investment and commitment to our super sports car brand."*

Lamborghini Mayfair is owned and operated by HR Owen, one of the UK's significant luxury and prestige automotive retail groups, and which represents the brand in four other locations: Lamborghini London in South Kensington; Manchester; Pangbourne; and Hatfield, part of a 12-strong network of franchised Lamborghini dealers across the UK.

"Opening our fifth Lamborghini franchised dealership is an important moment for our group," said Ken Choo, CEO of HR Owen, who joined dealership management and Automobili Lamborghini executives for the evening launch event. *"We are highly committed to Lamborghini, having represented the marque for over 25 years, and proud to have played a significant role in the growth of the market in the UK as well as establishing a significant aftersales infrastructure to support our clients. We look forward to building the brand at one of London's most exclusive showroom addresses."*

On special display for the evening was the 'few-off' Lamborghini Fenomeno¹, originally unveiled at the USA's Monterrey Car week this summer and the most powerful Lamborghini ever produced, with all 29 cars sold. A Lamborghini Temerario², the latest car in Lamborghini's three-strong hybridized model range, attracted the attention of guests and passers-by for its new design language housing an all-new V8 twin-turbo hybrid powertrain: the second High Performante Electrified Vehicle (HPEV) in Lamborghini's lineup. Outside, a V12 HPEV Revuelto³ was displayed alongside the marque's plug-in hybrid Super SUV Urus SE⁴.

Guests joined Lamborghini and HR Owen personnel for a Champagne reception with the opportunity to explore not only the cars on display but the expansive Ad Personam lounge on its own private floor. The luxurious space includes displays of exterior colours; interior hues and materials; and a 3D configurator with



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exceptionally large screens, allowing clients to visualize their personalized Lamborghini while enjoying the exclusive hospitality area.

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 twinturbo 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.

¹The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data is in the type approval stage.

²Combined 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

³Consumption 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)

⁴Consumption 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)

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





Media Information

Headquarters

Director of Communication

Tim Bravo

T +39 051 9597611

tim.bravo@lamborghini.com

Brand & Corporate Communication

Camilla Manzotti

T +39 360 1077907

camilla.manzotti@lamborghini.com

Product & Motorsport Communication

Francesco Colla

T +39 348 8629861

francesco.colla@lamborghini.com

Social Media & Digital Communication

Chiara Busolo

T +39 340 0791871

chiara.busolo@lamborghini.com

Motorsport Communication

Giovanni Zini

T +39 342 1318474

giovanni.zini@lamborghini.com

Heritage Communication

Enrico Pavesi

T +39 345 6749362

extern.enrico.pavesi@lamborghini.com

Regional Offices

North & South America

Jory Wood Syed

T +1 332 220 5217

jory.syed@lamborghini.us

Europe, Middle East & Africa

Liliya Dovbenchuk

T +39 349 756 2077

liliya.dovbenchuk@lamborghini.com

Asia Pacific

Tricia Tan

T +65 9073 3031

tricia.tan@lamborghini.com