



## **Grand Opening of Lamborghini Torino: the new showroom inaugurated in the Piedmont capital**

**With this opening, the dealer network reaches a total of 185 locations worldwide**

*Sant'Agata Bolognese, 31 October 2025* – Automobili Lamborghini continues its path of expansion and growth, officially inaugurating on Thursday, October 30th, the new showroom in Turin, which becomes the seventh in Italy.

The opening of a dealership is always a significant event for Automobili Lamborghini, as it reflects the company's global presence and its commitment to reaching customers. When such inaugurations take place in Italy, the news carries an even deeper meaning, given the strong bond between the Sant'Agata Bolognese company, its home country, and the territory that hosts it. The location, situated on Corso Allamano in the Piedmont capital, covers an area of 1,400 square meters, comprising a showroom and a workshop, as well as a space dedicated to Ad Personam — the personalization program that allows clients to customize their cars in a wide range of details.

At the inauguration, which welcomed around 500 guests, Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, and Federico Foschini, Chief Marketing & Sales Officer of Automobili Lamborghini, were in attendance. Joining them to cut the ribbon of the new facility were the two representatives of the Turin showroom: Gabriele Vigo, General Manager, and Rinaldo "Dindo" Capello, President and three-time winner of the 24 Hours of Le Mans, now an entrepreneur in the automotive sector.

*"It is with great enthusiasm that we inaugurate Lamborghini Torino today — a concrete sign of our commitment to Italy, a nation that represents us not only through our roots but also through the excellence embodied by the Lamborghini brand,"*said Stephan Winkelmann. *"This opening stands as a testament to the strength of our global growth and hybridization strategy, which we pursue while continuing to offer highly emotional super sports cars and unique, authentic experiences to our customers."*

During the inauguration, guests were welcomed by the three models from Automobili Lamborghini's fully hybridized lineup: Temerario<sup>1</sup>, Revuelto<sup>2</sup> and Urus SE<sup>3</sup>. They were also taken on a journey through time, admiring some of the most iconic cars from the Sant'Agata Bolognese brand, such as the Urus Performante, Huracán Sterrato, and — going back to the origins of the legend — the legendary Miura and Countach. the expansive Ad Personam lounge on its own private floor.

### **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

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<sup>1</sup> Consumption and emission values of 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

<sup>2</sup> 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)

<sup>3</sup> 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)



## Media Information

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.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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