



Lamborghini Jakarta unveils refreshed showroom with introduction of new Urus SE

The new facility embodies the spirit of innovation, personalization, and Italian craftsmanship, redefining the customer's journey

Jakarta, Indonesia, 24th November – Lamborghini Jakarta proudly celebrates the grand opening of its newly refreshed showroom, ushering in a new era of customer experience and brand presence in Indonesia. Operated by Prosper Auto Pte Ltd, the sole authorized dealer of Automobili Lamborghini in Indonesia, this milestone marks a continued partnership built on passion, performance, and excellence.

The inauguration event was hosted by Francesco Scardaoni, Region Director of Automobili Lamborghini Asia Pacific, together with the management team of Lamborghini Jakarta. Over 110 esteemed guests, media, and customers attended the celebration to explore the redesigned showroom, and to discover the latest Lamborghini hybridized lineup models: the Revuelto¹ and Urus SE², immersing themselves in the unmistakable allure of the Italian super sports car brand.

Francesco Scardaoni, Region Director of Automobili Lamborghini Asia Pacific commented, *"The opening of the new Jakarta showroom with our trusted partner, Prosper Auto Pte Ltd, reflects our shared vision of delivering more than just extraordinary cars but also a unique and memorable experience. The new showroom captures the very essence of our brand — innovation, emotion and craftsmanship — offering an unparalleled customer journey. Every detail, from signature design elements to the Ad Personam customization room, invite customers to explore the world of Lamborghini and unmistakable spirit of Italian excellence."*

The new showroom, located at Menara Tendean, stands within a building defined by its modern architecture and sustainable design. The building features a 30% area designated for green spaces and a rooftop garden engineered to minimize direct solar heat. This forward-thinking design complements Lamborghini's signature design characterized by sharp geometric lines, clean architecture, and bold color contrasts. The environment has been crafted to immerse visitors in the brand's dynamic personality while offering seamless and exclusive customer experience. The space also houses an Ad Personam customization room, where clients can explore bespoke possibilities using an array of materials ranging from supple leathers to carbon fiber, allowing each Lamborghini to be tailored as a unique expression of its owner.

The evening also featured the the Urus SE, the first PHEV (Plug-in Hybrid Electric Vehicle) from the brand and an evolution of its iconic Super SUV. The Urus SE combines enhanced

¹ 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

² 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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aerodynamics, delivering exceptional performance, efficiency and driving dynamics – making the most complete Super SUV on the market. Powered by “two hearts” — a thermal engine and an electric motor — the Urus SE achieves the highest torque and power in its class, while reducing emissions by an impressive 80 percent, setting a new benchmark in its segment.

Guests also enjoyed displays from Lamborghini’s lifestyle collaborations, including selected pieces from the Balenciaga | Automobili Lamborghini collection featuring ready-to-wear items and accessories, as well as the BL002 padel racquet from Babolat— crafted with carbon fiber and developed together with Lamborghini engineers to produce an exclusive, high-performance racquet.

Since 2018, Prosper Auto Pte Ltd has represented Automobili Lamborghini in Indonesia, reflecting the brand’s commitment to excellence, innovation, and Italian craftsmanship for discerning customers across the nation. The new Lamborghini Jakarta showroom reaffirms this dedication, offering customers an elevated, immersive experience that celebrates Lamborghini’s uncompromising pursuit of perfection.

Automobili Lamborghini

Founded in 1963 in Sant’Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive craftsmanship. 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 Electric Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario is the only production super sports car able to reach 10,000 rpm, thanks to its all new twin-turbo V8. Together, they redefine performance while significantly reducing emissions. The production site has been carbon-neutral for over a decade and reflects Automobili Lamborghini’s broader commitment to decarbonizing its entire value chain through the “Direzione Cor Tauri” strategy. Every Lamborghini is proudly conceived, designed, and built in Italy, at a facility that now produces over 10,000 cars annually and leads in both innovation and sustainability. With around 3,000 employees and a presence in 56 countries through its 185 dealers, Automobili Lamborghini continues to push boundaries while staying true to its values: brave, unexpected, and authentic.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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