



## **Grand opening of Lamborghini Prague showroom: redefining super sports car luxury in new Ořech location**

### **A new destination embodies Lamborghini's Made in Italy excellence**

*Sant'Agata Bolognese/Prague, 27 November 2025* – The new Lamborghini Prague showroom has been officially opened by Automobili Lamborghini Chairman and CEO Stephan Winkelmann and Federico Foschini, Marketing and Sales Officer, with gathered guests also witnessing a market presentation of the Lamborghini Fenomeno. The new, larger sales and service center is now located in Ořech, owned and operated by Porsche Inter Auto CZ and offering state-of-the-art services to current and future owners of Lamborghini super sports cars.

*"It is with great pleasure that we inaugurate Lamborghini Prague," said Stephan Winkelmann. "This new showroom and service center mark an important milestone in strengthening our presence in the Czech Republic, a region with a growing community of passionate owners. It stands as a testament to our global growth and hybridization strategy, offering an exclusive environment that reflects our brand values of excellence, innovation, and Italian craftsmanship, and reaffirming our commitment to delivering unparalleled experiences for our clients."*

Guests joined Lamborghini for a Champagne reception and opening ceremony with the opportunity to explore not only the cars on display: the evening began with a Lamborghini-inspired light show and continued with a live performance by Czech artist Tea Sofia.

On special display was the 'few-off' Lamborghini Fenomeno, originally presented at the USA's Monterrey Car week this summer and the most powerful Lamborghini ever produced, with all 29 units already sold. A Lamborghini Temerario<sup>1</sup> in Verde Mercurius color, the authentic 'Fuoriclasse' and latest car in Lamborghini's three-strong hybridized model range, attracted the attention of guests for its new design language housing an all-new V8 twin-turbo hybrid powertrain: the second High Performance Electrified Vehicle (HPEV) alongside Revuelto<sup>2</sup> in Lamborghini's line-up. Alongside the new road car was the new Temerario Super Trofeo in Mercurius Green with Noctis Black livery: unveiled at the World Finals in Misano, it is the sixth Super Trofeo model since the launch of the Lamborghini Squadra Corse customer racing division. The Temerario Super Trofeo succeeds the hugely-successful Huracán that has competed in the monomarque competition since 2015.

Outside the venue, a V12 HPEV Revuelto was displayed in Bianco Phanes alongside the marque's plug-in hybrid Super SUV Urus SE<sup>3</sup> in Arancio Egon, completing the fully hybrid line-up.

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<sup>1</sup> 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> 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

<sup>3</sup> Urus SE: Combined fuel consumption: 2.08 l/100 km. Combined energy consumption: 39.5 kWh/100 km. Combined CO2 emissions: 51.25 g/km. Combined CO2 emission efficiency class: B. Combined fuel consumption with low battery: 12.9 l/100 km. CO2 efficiency class with low battery: G; (WLTP)



## Media Information

Guests also enjoyed the timeless design DNA of two iconic Countach LPI 800-4 in Impact White and Verde Egeria colors. The LPI 800-4 is a limited edition of 112 units, paying homage to the Countach's iconic status as a revolutionary design and technology rule-breaker and recreated for the 21<sup>st</sup> century.

*"We are happy to present an all-new Lamborghini showroom and service center in the Czech Republic this year. This marks a new chapter in the story of this phenomenal Italian super sports car brand. The new facility in Ořech will provide our discerning customers with the very best: more space; state-of-the-art facilities in line with the latest Lamborghini standards; and personalized attention from the Lamborghini Prague team,"* commented Vlastimil Fric, Director of Lamborghini Prague.

The Lamborghini Prague facility features a display of the latest Lamborghini models as well as an Ad Personam area, which allows customers to individualize their super sports cars from the extensive range of optional equipment and virtually limitless colors and finishes. Digital configuration tools and physical material samples — from paint finishes to fine leathers — allow clients to create a truly bespoke car that reflects their personal style. Lamborghini Prague is the only official representative of the Lamborghini brand in the Czech Republic, offering both new models and Lamborghini Selezione certified pre-owned models, alongside comprehensive aftersales services including maintenance, original spare parts and accessories. With this new facility, Lamborghini continues to strengthen its network and presence in Eastern Europe, supporting a growing community of passionate owners and enthusiasts in the region.

### ABOUT 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 video

All about Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)





## Media Information

### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication

Tim Bravo

T +39 051 959 7611

[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication

Camilla Manzotti

T +39 360 107 7907

[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication

Francesco Colla

T +39 348 862 9861

[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication

Chiara Busolo

T +39 340 079 1871

[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication

Giovanni Zini

T +39 342 131 8474

[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication

Enrico Pavesi

T +39 345 674 9362

[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

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#### Regional Offices

North & South America

Jory Wood Syed

T +1 332 220 5217

[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa

Liliya Dovbenchuk

T +39 349 756 2077

[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific

Tricia Tan

T +65 9073 3031

[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)