



Lamborghini Cairo marks a new chapter in Egypt's luxury automotive landscape

The brand's first destination in the market: where Italian Performance, Design, and DNA converge

Sant'Agata Bolognese, Italy /Cairo, Egypt – 4 February, 2026 — Lamborghini Cairo was officially opened by Automobili Lamborghini Chairman and CEO Stephan Winkelmann on 3 February, together with guests and VIPs who gathered in the Egyptian capital for the occasion. The opening of the brand's first flagship showroom in Egypt marks Automobili Lamborghini's official entry into the market and represents a strategic expansion in the country, reinforcing the brand's continued growth across the Middle East and Africa region.

"The inauguration of Lamborghini Cairo represents a significant milestone for the brand in the region and 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. Egypt is a market with immense potential, and this opening allows us to bring the full Lamborghini experience closer to our current and future clients — from product excellence to personalized ownership journeys."*

Lamborghini Cairo, spanning 300 square meters, is owned and operated by MM Group, a leading Egyptian automotive and mobility group with a strong footprint across luxury and premium segments, representing globally renowned brands. Beyond sales, Lamborghini Cairo offers comprehensive aftersales services, ensuring world-class maintenance, certified technicians, and genuine Lamborghini parts, reinforcing the brand's commitment to long-term ownership satisfaction and performance integrity.

Strategically located on Joseph Titto Road, New Nozha; Lamborghini Cairo has been conceived as more than a showroom — it is a fully immersive brand destination that embodies the spirit, performance, and unmistakable DNA of the Lamborghini brand. Designed in accordance with Lamborghini's global corporate identity standards, the space delivers a seamless blend of Italian craftsmanship, cutting-edge technology and contemporary architectural design. With this opening, clients in Egypt can experience the full universe of Automobili Lamborghini — where uncompromising performance meets bold design and Italian heritage.

Hany Salem, General Manager of Lamborghini Cairo commented, *"We are extremely proud to be opening our new showroom, the first dealership in North Africa. We are confident that our clients will enjoy exploring the world of Lamborghini in this brand new environment."*

Guests joined Lamborghini Cairo personnel for a cocktail reception with the opportunity to explore not only the cars on display but also Ad Personam personalization area. The dedicated space includes displays of exterior colours; interior hues and materials; and a configurator allowing clients to visualize their personalized Lamborghini while enjoying the exclusive hospitality area.



Media Information

On display for the evening were a Lamborghini Revuelto¹, the first V12 High Performance Electrified Vehicle (HPEV) in Lamborghini’s lineup, in Grigio Keres alongside the marque’s plug-in hybrid Super SUV Urus SE² in Nero Helene color.

The opening of Lamborghini Cairo, supported by a dynamic economic landscape and evolving demand for ultra-high-performance vehicles among a new generation of discerning clientele, underscores the brand’s broader vision of cultivating brand culture locally through curated luxury experiences, and exclusive brand-led events designed to engage collectors, enthusiasts, and the wider luxury community.

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 2025, the plant reached a new milestone with 10,747 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 57 countries through 187 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected, and authentic.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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¹ Revuelto: Energy consumption (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km
² Urus SE: Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km



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