



Automobili Lamborghini Announces Christian Mastro as Chief Executive Officer of Automobili Lamborghini America

Leveraging more than 20 years of experience in the global luxury automotive industry, Mastro brings strong leadership expertise and deep brand knowledge to his new position

Sant'Agata Bolognese, 26 June 2026 – Automobili Lamborghini has appointed Christian Mastro as Chief Executive Officer of Automobili Lamborghini America, effective July 1. Mastro succeeds Andrea Baldi, who served as CEO of Automobili Lamborghini America since August 2021. Following a period of successful leadership as Interim CEO of Automobili Lamborghini America, Mastro assumes the role on a permanent basis. Based at the company's regional headquarters in Reston, Virginia, he will lead Lamborghini's business and operations throughout the Americas as part of the company's global Marketing and Sales organization, whose strategy is centrally directed from Automobili Lamborghini headquarters in Sant'Agata Bolognese, Italy.

"Christian's extensive international experience, proven leadership capabilities and comprehensive understanding of the Lamborghini brand make him uniquely positioned to lead the Americas Region into its next chapter," said Stephan Winkelmann, Chairman and Chief Executive Officer of Automobili Lamborghini. *"His strategic vision, customer-centric approach and longstanding commitment to the company will ensure continued success and further strengthen our position across this important market."*

A seasoned automotive executive with more than two decades of international luxury automotive experience, Mastro brings extensive leadership expertise and deep knowledge of the Lamborghini brand to his new role. Starting with Automobili Lamborghini in 2004, Mastro advanced rapidly through the organization, serving as General Manager of the APAC region from 2009 to 2013. He was subsequently appointed EMEA Region Director, a position he held from 2013 to 2018. From 2018 to 2021, he served as Commercial Director at Bugatti, working closely with CEO Stephan Winkelmann. In 2021, Mastro returned to Automobili Lamborghini as Marketing Director, where he has played a pivotal role in shaping the brand's presence worldwide, including across North America, leading high-profile events and launches such as Monterey Car Week and Art Basel Miami.

As CEO of Automobili Lamborghini America, Mastro oversees all regional operations, working closely with Lamborghini's dealer network, clients and partners across North and South America. His appointment reflects the company's commitment to continued growth, operational excellence and delivering exceptional experiences to customers throughout the region.

The Americas Region remains one of Lamborghini's most significant global markets and, under Mastro's leadership, the company will continue to build on its momentum, supporting its dealer partners, enhancing the customer journey and driving the next phase of growth across North and South America.



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