

Overview

Automobili Lamborghini S.p.A. is unrivalled worldwide as a manufacturer of extreme and uncompromising super sports cars.

Lamborghini cars are incomparable through their blend of:
fascinating design,
supreme driving dynamics,
technological capability,
sophisticated workmanship and
extremely high level of quality.

A sports car from Lamborghini is exclusive, sensual, provocative and always unmistakably Italian. Its DNA is characterized by its origin, Sant'Agata Bolognese, in the midst of "engine country": no other region in the world is as intensely formed by the passion for the fine sound of high-performance engines as the region of Emilia Romagna in the north of Italy. Hardly anywhere else have so many car legends been created in the past few decades.

Today Lamborghini embodies the highest degree of technological capability and not just in the construction of engines with extraordinary performance. Thoroughly lightweight construction in aluminium and carbon fibre; superior traction through the four-wheel drive; and running gear that offers both high precision and safety are among the significant features.

The design of a Lamborghini is always unique. The expression of its form is ahead of its time: it sets form trends and, like the entire car, is uncompromising. Even when it is presented for the first time every new Lamborghini is intrinsically destined to become a future legend and a sought-after classic.

Lamborghini cars are created from a combination of exact production engineering on ultra-modern production lines, coupled with the best craftsmanship in terms of workmanship and finish. This ensures the high degree of Lamborghini customer satisfaction and the vehicles' retained value. With a wide range of possible personalization options, each Lamborghini can be adapted perfectly to what its future owner has in mind.

Lamborghini is extremely successful with its current products. While an average of 250 cars per annum were sold between 1963 and 2002, by 2007 this number had increased by more than nine times.

Lamborghini is more than just a manufacturer of incomparable super sports cars, Lamborghini has been a legend in the world of luxury for a long time. Ever since Ferruccio Lamborghini presented the first car with his name, in the form of the 350 GTV in 1963, sports cars from Sant'Agata Bolognese have been part of the lifestyle of car connoisseurs all over the world. The Miura, Countach and Diablo are just three examples from the rich history of this brand. They are among the most desirable sports cars in motor car history - as is every Lamborghini.

The company structure

Automobili Lamborghini S.p.A., formed in 1963, has been a one hundred per cent subsidiary of AUDI AG since July 1998. In the autumn of 1998 Automobili Lamborghini Holding S.p.A. was formed as a holding company for the Italian companies of AUDI AG.

Several companies operate under the umbrella of Automobili Lamborghini Holding S.p.A.

- Automobili Lamborghini S.p.A. - The sports car manufacturer
- Lamborghini ArtiMarca S.p.A. - Managing merchandising and licenses, 'Collezione Automobili Lamborghini' supplies a wide selection of high-quality accessories from clothing and luggage to branded mobile phones and laptops.

The Lamborghini companies all have their registered offices in Sant'Agata Bolognese.

Also operating under the holding company is independently managed Volkswagen Group S.p.A Italia based in Verona, the Italian importer of the Volkswagen, Audi, Seat and Skoda brands. Formed in 1951 as Autogerma, it was renamed in 2007.

The Location

Lamborghini is at home in the "land of cars"

The homeland of Lamborghini is Sant'Agata Bolognese, which is located roughly 25 kilometres from Bologna in the region of Emilia Romagna, Italy. Ferruccio Lamborghini bought land there for the purpose of forming the company in 1963 and erected what was already an ultra-modern factory for its time.

"The country of cars", the "terra di motori" around Bologna and Modena, is home to a cultural and commercial passion for highly advanced automotive technology. No other region of the world is as strongly shaped by obsession for the sound of high-power engines as Emilia Romagna, birthplace of so many automotive legends in previous decades.

Lamborghini's facilities have been extended, extensively refurbished and equipped since the takeover by AUDI AG in 1998, with an investment of approximately Euro 420 million between 1999 and 2006 in both the site and product development. Today the Gallardo and Murciélago series are produced on two production lines, with separate units for the production of engines and gearboxes.

Today Automobili Lamborghini has nearly 1.000 employees.

The dealer network

Following a phase of consolidation, rebuilding, the creation of a new corporate structure and the development and market launch of a new product generation, Lamborghini has put in place the essential groundwork for a successful future.

Sales have significantly increased through the past recent years.

In the period since 1998, all aspects of Automobili Lamborghini's operations have been fundamentally modernised, expanded and adapted to meet the stringent requirements of efficient, quality production, as well as the expectations of its customers.

Alongside its incomparable product range, the expansion of the dealer network has been instrumental to Automobili Lamborghini S.p.A's success. Today a total of 121 dealers in 41 countries covering all five continents supply super sports cars from Sant'Agata.

“The expansion of the dealer network is a fundamental aspect our strategy to address growth, quality and profitability. The Lamborghini brand is now established across the majority of world markets, with further expansion planned,” says Stephan Winkelmann, the president and CEO of Automobili Lamborghini S.p.A.

In 2006, for example, the first dealership was opened on the Indian subcontinent. In 2007 new showrooms have been opened in Estonia and South Korea. Simultaneously, the networks of sales and services outlets in markets with the largest sales volumes, for example the USA, are being expanded.

Supreme expertise in engines, lightweight construction and four-wheel drive

Lamborghini’s facilities occupy an area of roughly 100,000 square metres and, besides production, are home to the development division including various technical departments and testing facilities such as engine test stands. Lamborghini’s development expertise is particularly evident in the field of high-performance ten and twelve cylinder engines and the independent development of electronic components across the entire engine management system.

Lamborghini’s engineers maintain a traditionally high degree of expertise in high strength lightweight construction using carbon fibre and aluminium, as well as in the field of permanent four-wheel drive.

The new Centro Stile Lamborghini was built in 2004. Alongside the design centre is a restoration workshop for historic vehicles and a service department for all Lamborghini models that were ever built. In addition, the flagship store for Collezione Automobili Lamborghini, and the redesigned museum with numerous exhibits from the brand’s colourful history, are housed in the new buildings.

The Design

The Centro Stile - a centre of creative excellence

In 2004, Lamborghini opened a highly efficient design centre: the Centro Stile. This studio for creative staff, designers and model makers combines the culture and spirit of the Lamborghini brand with the power of innovation and aesthetic creation. The Centro Stile Lamborghini combines the best traditions of Italian car design with state-of-the-art technologies.

The Centro Stile building is constructed across an area of 2900 square metres, extending over two interconnected floors. The spacious design hall is equipped with two measuring slabs fitted with the relative processing and scanning devices. Other rooms provide state-of-the-art computer workplaces for the creative staff and a workshop for the model makers. Moreover, the Centro Stile is connected with the adjacent Ufficio Tecnico (Technical Office) via a short corridor: the direct connection to Lamborghini’s development departments literally ensures the fast realisation of ideas!

Creativity and implementation in-house

The entire automotive style process is organised in small, dynamic teams, from the first drafts on paper or in three-dimensional computer programmes, to models on a scale of 1:10 or 1:4, and then full-size models. For the first time in its history the Centro Stile has put Lamborghini in a position to realise its design philosophy entirely in-house.

Ever since its inception the Lamborghini brand has set innovative design trends in the sports car world, producing vehicles with an unmistakable character. Models such as the Miura and the Countach were far ahead of their time, yet quickly achieved the status of timeless classics. Even as it is presented for the first time, each new Lamborghini has an innate destiny to become a future sought-after legend.

Lamborghini has again perfected the expression of 'form follows function' with the Murciélago and Gallardo production. The cars' resolute proportions show the power and the dynamics that their engines deliver. Clear edges, precise lines and clean surfaces result in designs that have been reduced to the essential.

Each element is designed exactly to suit its function. Examples of this on the Murciélago LP640 are the movable cooling air intakes and the asymmetrical side skirts: on the left the air intake is considerably larger in order to supply the oil cooler with fresh air.

Clear lines and perfect in detail

The unmistakable shape of a Lamborghini speaks for itself. Ornaments and embellishments of any kind are completely foreign to it. In line with the best traditions of both the Lamborghini brand and the Italian car design of the 60s and 70s, the current models in the Lamborghini range are also perfectly proportioned with rational, functional elegance - requiring no ornamentation.

The purist lines are perfectly complemented by the Sant'Agata Bolognese designers' great love for detail: for example, the brilliance of the Murciélago LP640's rear design is not only in its impressive power, but also in the elegant blend of components in the elaborate rear lights.

The sensuality of precision and performance

A Lamborghini is a high-performance athlete. Its innate sensuality is based on precision, performance and spontaneous action. Its elegance is that of pure power. This, the DNA of the Lamborghini brand, is interpreted by the Centro Stile into new products that will in turn set future design trends. Located at Lamborghini's Sant'Agata premises, the spiritual birthplace of all Lamborghinis, the Centro Stile guarantees that every super sports car born under the sign of the bull will remain exclusive, sensual, provocative and always unmistakably Italian.

Automobili Lamborghini SpA - record financial performance

In the fiscal year to the end of 2007, as well as in the first half of 2008, Automobili Lamborghini SpA continues to break its own records in terms of financial performance.

In the 2007 financial year, Lamborghini increased turnover by 34.9%, from € 346.3 million in 2006 to € 467.1 million in 2007. Lamborghini delivered 2406 cars worldwide in 2007 compared to 2087 in 2006, with profit growing by 160% from € 18.1 million in 2006 to € 47.1 million in 2007. The pre-tax profit margin increased to 10.1% in 2007, reaching double figures for the first time.

In the first half of 2008, Lamborghini has again surpassed its performances achieved in previous comparable periods. For the six months to the end of June 2008,

Lamborghini delivered 1309 cars, with a 5.76% growth compared to the same period in 2007 (1239 cars). Turnover rose from € 253.1 to € 277.4 million, with pre-tax profit rising by 32.6% and increasing more substantially than other key figures, from € 26.4 million in the first six months of 2007 to € 35 million for the same period in 2008.

For the ten months to the end of October 2008, Lamborghini delivered 2.101 cars, with a 2.7% growth compared to the same period in 2007 (2.046 cars)

Lamborghini has sustained the development of its worldwide dealer network over the last four years, expanding from 65 dealers in 2004 to 121 worldwide in October 2008.

Collezione Automobili Lamborghini

Lamborghini's official range of clothing and accessories is a clear extension of the brand principles seen in its cars: extreme, uncompromising and Italian, with a clear emphasis on design, quality and luxury.

Collezione Lamborghini is most definitely 'born in Sant' Agata Bolognese'. With a selection of items developed in collaboration with top Italian fashion houses, it includes items from casual sportswear to luxury accessories, with items for children as well as Lamborghini enthusiasts and the most discerning adults. To own a piece of Lamborghini via Collezione Automobili Lamborghini is a visible sign of belonging to a more exclusive and glamorous world.

The full collection can also be purchased from the dealer network throughout the world, and Lamborghini boutiques.

Lamborghini continues to expand its collection and explore new avenues for Collezione Automobili Lamborghini: for example, in summer 2008 Lamborghini unveiled its Lamborghini Murciélago LP640 Roadster Versace and collection in Milan, which is due to be launched shortly through boutiques and selected Lamborghini dealers.

Stephan Winkelmann

Stephan Winkelmann is president and chairman of the board of directors of Automobili Lamborghini S.p.A.

Winkelmann was born in Berlin in 1964 and grew up in Rome, where he studied political science. Following various posts at Mercedes-Benz and within the Fiat group, Mr Winkelmann was appointed chairman of the board of Fiat Auto Austria and Fiat Auto Switzerland. In 2004 he moved to Germany to become chairman of the board of Fiat Automobil AG. Stephan Winkelmann has headed Automobili Lamborghini S.p.A. since 1 January 2005.

The History

Ferruccio Lamborghini - the founder

He was a man from the country, a lover of fast cars, a sober businessman and a visionary at one and the same time. Ferruccio Lamborghini (1916 - 1993), the founder of the sports car brand, is regarded as being one of the great Italian entrepreneurial personalities of the 20th century and as a person with many facets: a man as fascinating as his cars.

Ferruccio Lamborghini came into the world on 28th April 1916 on a farm in the rural town of Renazzo di Cento near Modena. As a boy Lamborghini already

had a burning interest in all mechanical objects. He graduated with an engineering degree from the technical university in Bologna. During the Second World War he was stationed on the Greek island of Rhodes as a ground crew member of the air force.

1946: Start as an entrepreneur

After his release from British captivity as a prisoner of war in 1946 Lamborghini opened a workshop near to his hometown in which he assembled vehicles similar to tractors from ex-military vehicles. He is said to have had the idea on his honeymoon. Post-war Italy, including the region of Emilia Romagna that was extremely agricultural, suffered from a serious lack of agricultural machinery and Lamborghini threw himself into his new business with ambition, great motivation and a lot of energy.

From the workshop a company arose in 1949 which produced self-developed tractors with two, three and four-cylinder diesel engines. These were modular constructions with numerous interchangeable components. An engine with direct injection was added to the range in 1954. The company Lamborghini Trattori SpA then moved to a new plant. With an output of 400 vehicles per month it was one of the biggest agricultural machinery manufacturers in Italy in the late sixties.

1960: The self-made man experiences a rapid ascent

Following a journey to the USA Ferruccio Lamborghini broadened his business segment in 1960. A new company, Bruciatori SpA, was formed to manufacture heating and air-conditioning units for private and industrial purposes. This second company also flourished. With the profits from the two business segments Lamborghini attempted to realize a dream, the manufacture of helicopters. However, the government denied him approval for this project.

In 1962 Ferruccio Lamborghini was 46 years old. A self-made man, he had risen to being one of the richest entrepreneurs in Italy. This stocky, energetic man still had both feet firmly on the ground, though. His fellow businessmen and employees valued his intelligence and his sincere, cheerful and sometimes rural direct nature.

The passion for fast cars

Lamborghini enjoyed his success and the good things in life: good food, fine wines and fast cars. In 1948 he had already built an open sports car on the basis of a tuned Fiat Topolino and took part with this car in the Mille Miglia road race, which was extremely popular in Italy at the time. However, the race ended for car number 427 after about 600 miles, as Lamborghini reported himself, "in a bar which I entered with the car through the wall".

The story of how Ferruccio Lamborghini decided to make sports cars himself at the end of 1962 has been circulated often and with many variants, legend and truth having become inseparably mixed. Essentially this is what seems to have taken place: Lamborghini owns a collection of powerful Jaguars,

Mercedes, Ferraris and Maseratis, but no car completely satisfies him. In one case the luxury is insufficient for him, in another case the ventilation is too weak or the quality inferior or the power transmission noise seems to be too loud for him.

Lamborghini is not even happy with the workmanship on his new Ferrari 250 GT. He requests a meeting with Enzo Ferrari in nearby Maranello, but is refused. He has the GT taken to pieces by his engineers and recognizes that many of the parts used are standard items. Lamborghini thinks that he could build such a sports car very much better himself and, if he were to do without his expensive motor sport, he would even be able to open up a new, profitable business segment.

1963: The sports car brand is created

Ferruccio Lamborghini established his own motor car company, Automobili Ferruccio Lamborghini S.p.A., in Sant'Agata Bolognese in May 1963. Its location in the small town between Modena and Bologna was chosen carefully, typical for Lamborghini. The ultra-modern plant in green meadow land with an area of 50,000 m² had plenty of space to grow, the tractor and heating factory not being far away. And it was in the middle of the "Terra di Motori", engine country, home to the factories of Ferrari, Maserati and Ducati, and now Lamborghini as well.

Although a highly qualified source of skilled workers from the sports car industry existed, the wage level was low because the region was otherwise relatively structurally weak. Lamborghini gave the municipality an employment guarantee for his workers and in return he received a long-term interest-free loan. The impatient boss exerted considerable pressure during erection of the factory and after just a year it was complete.

The aggressive bull on the corporate coat of arms already decorated the first Lamborghini sports cars. The head of the company, himself born under the zodiac sign Taurus, loved this symbol - he saw in it an expression of his forward-thinking, energetic and occasionally impetuous character.

1972/73: Lamborghini retires

The sparkling success of the sixties was followed by the crisis of the seventies, triggered by a slack economic situation, strikes and intensified regulations on the U.S. market. A big tractor transaction that had been agreed with the Bolivian government failed at the last moment in 1972. To support his agricultural machinery company, Ferruccio Lamborghini sold 51 per cent of the shares in the motor car company to the Swiss national Georges Henri Rossetti. One year later he sold off the remaining 49 per cent to René Leimer, a colleague of Rossetti. At roughly the same time he lost confidence in the tractor business and sold it to the competing Italian Same group, which continues to manage it up to the present day under the original brand name.

Lamborghini kept only the heating business as well as another newly formed company by the name of Oleodinamica, which produced hydraulic valves; he

appointed his son Tonino as the manager of this company. The patriarch retired to a 32 hectare estate by the name of La Fiorita, which he had purchased in 1971. He led the life of a prosperous winegrower in Panicarola/Umbria near to the Trasimenic Lake and set up a small private museum.

Feruccio Lamborghini, who all his life had always felt best in shirt sleeves, returned to his roots. He planted the traditional grape types Sangiovese, Gamay, Ciliegiolo, Merlot and Cabernet Sauvignon. His red wine came onto the market with the name "Colli di Trasimeno", however, quickly acquired the colloquial name "Sangue Di Miura", Miura blood. Lamborghini's wines have received many awards. They are well established in the international high-end segment due to their exceptional quality.

Ferruccio Lamborghini, who was awarded the title "Commendatore" and knighted "Cavaliere Del Lavoro" (knight of work), died of a heart attack on 20th February 1993. He was buried in his hometown Renazzo.