



LAMBORGHINI BOLLETTINO

MARCH 2010

CIAO FROM LAMBORGHINI

Dear Partners, This month we bring you exciting news from Lamborghini. First, we are officially unveiling the newest super sports car in the Lamborghini line: the Gallardo LP 570-4 Superleggera. This "superlight" Gallardo was just introduced at the Geneva Motor Show and is an exciting addition to the successful Gallardo line.

Continuing Lamborghini's commitment to responsibly develop new super cars, solar panels were recently installed on the roof of the Lamborghini factory in Sant'Agata, Bolognese. These panels will reduce the factory's CO2 emissions by 30 percent, and will go hand-in-hand with future product development.

This month we are also celebrating the opening of our newest franchised dealership in North America, Lamborghini Sarasota.

Lastly, the Super Trofeo is back for another season in Europe this summer. A calendar for the race series can be found in this newsletter.

As always, thank you for your support of the Lamborghini brand.

Kindest regards,



Pietro Frigerio
Chief Operating Officer
Automobili Lamborghini America, LLC



IN PRIMO PIANO
FEATURE STORY



LAMBORGHINI REVEALS GALLARDO LP 570-4 SUPERLEGGERA AT GENEVA MOTOR SHOW

On March 1, Automobili Lamborghini unveiled its newest vehicle, the Gallardo LP 570-4 Superleggera, to crowds at the Geneva International Motor Show.

The “superlight” vehicle features updated technologies and materials from its predecessor, the Gallardo Superleggera, which was introduced in 2007 and sold an impressive 618 units in its first year.

The LP 570-4 Superleggera features a V10 5.2-liter engine that generates 570 horsepower. With a power-to-weight ratio of only 5.18 lbs-per-hp, the Superleggera dashes from zero to 62 miles per hour in just 3.4 seconds, and reaches a top speed of 202 mph.

The Superleggera is 154 pounds lighter than the Gallardo LP 560-4, with a dry weight of 2,954 pounds - the lightest model in Lamborghini's range. The vehicle's lightened frame and the engine's fuel-efficient “Iniezione Diretta Stratificata” direct injection system have helped reduce CO2 emissions by 20.5 percent compared to the previous model.

Long admired for its minimal weight and high rigidity, carbon fiber plays a big role in both interior and exterior components of the new vehicle. Lamborghini has been at the forefront in this material's application for many years, and now the brand is extending its leadership even further with the new Superleggera. The material accounts for 88 of the 154 pounds saved on this model.

On the exterior, carbon fiber is used prominently in the rear spoiler, sills, diffuser, parts of the underbody paneling and the exterior mirror casings. Inside the vehicle, the center tunnel cover, door panels and surround of the e-gear transmission lever are all made from carbon fiber. It is also used for the shells of the sport seats, which are clad in lightweight Alcantara instead of leather.

Other modifications have been made to the exterior of the new model, with the goal of increasing aerodynamics. Lamborghini's designers remodeled the front bumper, giving it a V-shaped, sharply defined nose and razor-sharp look. The new design increases the supply of cooling air and improves downforce on the front axle. Most notably, the Superleggera comes standard with a sporty small rear spoiler (a larger rear spoiler is available as an option).

The rear windshield and side windows are made from lightweight, robust polycarbonate. The rear engine cover also features a polycarbonate window, displaying the mighty V10. The standard 19-inch wheels and Pirelli P-Zero Corsa tires are also extremely light.

The Gallardo LP 570-4 Superleggera will be available through U.S. dealers in June 2010.

LAMBORGHINI IMPLEMENTS INNOVATIVE ENVIRONMENTAL STRATEGY

Recently, Automobili Lamborghini announced plans to reduce CO2 emissions in its vehicles and at its factory. On Feb. 3, the company inaugurated a new photovoltaic system at the Sant'Agata Bolognese headquarters as a part of its efforts to reduce CO2 emissions by 30 percent. This new series of solar panels and other technologies will eliminate more than 1,067 tons of CO2 per year.

Lamborghini is the first and only Italian auto company to receive EMAS certification, meaning that it was approved by the European Union for environmental efficiency.

This innovative new system was the product of collaboration between Gestamp Asetym Solar s.l. and Sinergia Sistemi S.p.A., both leaders in their fields of renewable sources and energy saving services. The photovoltaic system, in development for close to two years, will improve the overall efficiency of the factory. The system can produce about 1,582 MWh/year of green energy with a 20 percent reduction in emissions. Thermal insulation, domotics for lighting and heating and warm air destratifiers were all utilized to create another ten percent reduction in factory emissions.

Automobili Lamborghini President and CEO Stephan Winkelmann stated, "This will go hand-in-hand with actual vehicle development, where our goal is to reduce emissions by 35 percent by 2015."

To achieve the environmental goals in its vehicles, Lamborghini is focusing its research efforts on reducing the weight of the vehicles, improving combustion, reducing friction, integrating Start-and-Stop systems, hybrid transmission solutions and biofuels.

This research has already yielded new technical solutions in the Gallardo LP 560-4 and Gallardo LP 550-2 Valentino Balboni, which offer a reduction in CO2 emissions by 18 percent and 20 percent, respectively, compared to the previous Gallardo models.

Though Lamborghini is committed to new ways of reducing emissions, these innovations will not affect the vehicles' performance. The company has partnered with the University of Washington and the Boeing Company to further research carbon fiber technology. In October, Lamborghini unveiled the 'Advanced Composite Structures Laboratory' in Seattle, which will be dedicated to this carbon fiber project. This material is ideal because it is much lighter, decreasing the power-to-weight ratio, which also reduces the CO2 emissions.



Automobili Lamborghini Green Energy

1.499.00 kW

Total Power Installed
Potenza Installata

159.27 kWh

Energy Produced
Energia Prodotta

120.50 kg

CO₂ Reduction
Riduzione CO₂

10000000

Days
Giorni



EVENTI LAMBORGHINI
LAMBORGHINI EVENTS



LAMBORGHINI SARASOTA CELEBRATES GRAND OPENING

On Feb. 11, Lamborghini Sarasota celebrated its grand opening with a cocktail party and fashion show. The new 5,000-square-foot showroom expands Lamborghini's presence in the successful South Florida market.

Pietro Frigerio, COO of Lamborghini America, LLC and Daniele Fancello, Southeast Area Manager, joined Lamborghini Sarasota President Victor Young and partner Larry Morgan to officially welcome guests to the new showroom.

About 200 Lamborghini customers, VIP guests and regional media attended the reception, where they were treated to entertainment from a live band, and mingled over cocktails and tray-passed hors d'œuvres amidst the Murcièlago LP 670-4 SuperVeloce, Murcièlago LP 640 Roadster and Gallardo LP 560-4 Spyder on display.

Later in the evening, models strutted the catwalk to showcase the latest clothing and accessories from Collezione Automobili Lamborghini. The event also included a special appearance by retired test driver Valentino Balboni, who signed the engine compartment of his namesake car, the Gallardo LP 550-2 that was on display.



AUTOMOBILI LAMBORGHINI BOOK HIGHLIGHTS A HISTORY OF PASSION AND INNOVATION

Electa Publishing and journalist Decio G.R. Garugati have published a stunning new book on the style and history of Automobili Lamborghini S.p.A., called “Automobili Lamborghini.”

The book highlights the world-wide success of Lamborghini by incorporating beautiful photographs with rare materials from the manufacturer’s own historical archives. In its history, the success of Lamborghini can be traced to founder Ferruccio Lamborghini’s passion for racing and his commitment to making cars that excel in both design and performance.

“Lamborghini explores and pushes automotive boundaries further,” stated Stephan Winkelmann, President and CEO of Automobili Lamborghini S.p.A. “Every Lamborghini model is inspired by that principle whilst remaining true to its Italian spirit.”

“Automobili Lamborghini” pays homage to the company’s history of innovation and creativity, from the original 350 GTV in 1963 to the current Gallardo and Murciélago range. Beyond the cars, the book details Lamborghini’s uncompromising and extreme character and its commitment to setting the standard of excellence for super sports cars for more than four decades.

Automobili Lamborghini is available for purchase online at www.Lamborghini.com.



Decio Giulio Riccardo Carugati



Automobili Lamborghini



Electa



LAMBORGHINI AND BLANCPAIN RACE TOWARD ANOTHER EXCITING SEASON

After an exceptional inaugural season, the Lamborghini Blancpain Super Trofeo has announced its race calendar for 2010.

Over six months, the world's fastest one-make series will travel to some of the most famous race tracks in Europe. This year's circuit will take the Super Trofeo through Italy, Hungary, the Czech Republic, Germany, Belgium and France and will support prestigious racing series such as DTM, FIA GT, and Le man Series as well as the Italian GT Championship.

The Super Trofeo racing circuit is an intense six-month series that puts professional and 'gentlemen' drivers behind the wheel of the Super Trofeo Gallardo, a lightweight version of the Gallardo LP 560-4 equipped with a permanent four-wheel drive and a V10 5.2 liter engine. After last year's immensely inaugural season, excitement is high for this year's circuit.

"I am confident that 2010 will be even more exciting for drivers, teams and fans," said Lamborghini's Director of Brand and Design, Manfred Fitzgerald.

Lamborghini is once again collaborating with Blancpain, the world's oldest luxury watchmaker, bringing together the finest in automotive and timekeeping luxury. Both companies are committed to innovation and perfection, forming the ideal partnership for a successful season of racing.

THE 2010 LAMBORGHINI BLANCPAIN SUPER TROFEO CALENDAR IS AS FOLLOWS:

April 23-25 Hockenheim (Germany) DTM

May 21-23 Brno (Czech Republic) FIA GT

July 2-4 Paul Ricard (France) FIA GT

July 29-31 Spa-Francorchamps (Belgium) FIA GT

August 21-22 Hungaroring (Hungary) LMS

September 24-26 Vallelunga (Italy) Italy GT Championship

EVENTS CALENDAR

MARCH 2010

2-3 International Motor Show Press Days
Geneva, Switzerland

4-14 International Motor Show Public Days
Geneva, Switzerland

APRIL 2010

28 Anniversary of Ferruccio Lamborghini's birth (1916)

PRESS CLIP LINKS

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CAVIAR AFFAIR - WINTER 2010

Lamborghini Gallardo LP 560-4 Spyder

NYLON FOR GUYS - FEBRUARY 2010

Lamborghini Gallardo LP 550-2 Valentino Balboni

BRADENTON HERALD ONLINE - FEB. 11, 2010

Lamborghini Opens Sarasota Dealership

AUTOMOBILE - FEB. 16, 2010

Lamborghini Produces 4,000th Murcièlago

USA TODAY - FEB. 17, 2010

Lamborghini Produces 4,000th Murcièlago

CSQ MAGAZINE - SPRING 2010

Interview with Lamborghini President Stephan Winkelmann



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COLLEZIONE
PRESENTS
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2009-2010**

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