



## Press Release

# Lamborghini Esperienza gives 'first experience' to clients in Middle East

*Lamborghini builds on sales success with exclusive test drive program*

**Dubai-Bahrain/Sant'Agata Bolognese, 1 April 2015.** The Lamborghini Esperienza started its 2015 Middle East program this week, with more than 60 prospective clients from GCC countries joining Lamborghini at Dubai Autodrome and the Bahrain International Circuit over the four-day event.

The Esperienza, organized by Lamborghini's Squadra Corse department, is designed to provide newcomers to the Italian super sports car marque with a first taste of the brand and the new Lamborghini V10 model: the Huracán LP 610-4.

With an insight into Lamborghini's heritage and the technical prowess of the range, the focus is on test driving Lamborghini models through a range of exercises as well as full circuit laps, demonstrating their full dynamic capabilities as both road cars and on track.

The Middle East is Lamborghini's third market worldwide, with record deliveries to customers in 2014.

"The Lamborghini Esperienza is designed to give the perfect test drive opportunity and a first experience of our brand for a growing clientele interested in owning a Lamborghini," said Christian Mastro, head of the Europe, Middle East and Africa region. "However, Lamborghini remains a highly exclusive marque that is reflected in the way Esperienza is organized, allowing each guest a very personal experience of our brand and models, for which we maintain a strong forward order list."

Lamborghini's Squadra Corse department runs programs worldwide for both existing clients and newcomers to the Lamborghini brand, starting with Esperienza, with Accademia providing focused instruction for owners. Lamborghini's Squadra Corse department also oversees its motorsports program, including the Lamborghini Blancpain Super Trofeo one-make series in three continents.

For more information on the Lamborghini dealer network and activities visit <http://Lamborghini.com>

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## **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which will make its world debut at the 2014 Geneva Motor Show is the successor to the iconic Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 130 dealerships worldwide, in half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, the Egoista and the Veneno Roadster have been created to celebrate the brand's 50<sup>th</sup> anniversary year in 2013.

For more photos and videos, please visit:

<http://media.lamborghini.com> and <http://www.thenewsmarket.com/lamborghini>

For more information on Automobili Lamborghini, please visit:

[www.lamborghini.com](http://www.lamborghini.com)