



MEDIA RELEASE

For Immediate Release

50th Anniversary Asia Drive held in conjunction with Lamborghini 50th Anniversary Grand Tour

'Largest Gathering of Lamborghinis in Asia' to celebrate this Italian icon

Singapore, 14 May 2013 - In the spirit of celebrating Automobili Lamborghini's 100 years of innovation in half the time, the 50th Anniversary Asia Drive (50AAD) held from 9 to 13 May 2013 saw passionate supercar enthusiasts taking their racing bulls on an amazing route, covering an estimated 900 kilometers to experience Malaysia like never before.

Designed to coincide with Automobili Lamborghini's 50th Anniversary Grand Tour in Italy, drivers from Lamborghini Club Singapore and Lamborghini Owners Malaysia marked the 50 years milestone with a record-breaking number of 79 Lamborghinis congregating for the 50AAD, setting the record as the 'Largest Gathering of Lamborghinis in Asia'.

The flag-off in the capital of Malaysia was one spectacular procession as the Lamborghini convoy took on the road up-north to Bukit Tinggi, Cameron Highlands, Ipoh, and Penang before it ends off back in Kuala Lumpur.

"There is no better way to commemorate Lamborghini's 50th anniversary other than to go behind the wheels of this extreme luxury supercar to experience its pure, unadulterated performance. The 50th Anniversary Asia Drive concluded in high spirits as all participating drivers' came together to mark the milestone by relishing the ultimate driving experience on the roads of Malaysia," said Mr Melvin Goh, Managing Director of EuroSports Auto.

Automobili Lamborghini's 50th Anniversary Grand Tour

Over in Sant'Agata Bolognese, Italy, Lamborghini 50th Anniversary Grand Tour was celebrated with much fanfare as the largest gathering ever of cars from the "House of the Raging Bull" formed a convoy of some 4 km long and combined output of 190,000 horsepower on the roads.

From 7 to 11 May 2013, more than 1,200 km of Italy's roads roared with the thrum of a total of 350 Lamborghinis.



The most substantial representation of participants in the Lamborghini Grand Tour were from the United Kingdom with 71 cars followed by Italy, Germany and Switzerland with over 30 participants each. In addition, there were 21 car-plates from the USA and 17 from China. The other countries represented were Australia, Austria, Belgium, Canada, France, Hong Kong, Indonesia, Ireland, Japan, Kuwait, Lebanon, Liechtenstein, Luxembourg, New Zealand, Norway, Portugal, Principato di Monaco, Singapore, South Korea, Taiwan, The Netherlands, Tunisia and Ukraine.

Historic Lamborghini cars on tour included three 350 GTs, five 400 GTs, seventeen Miuras, eight Espadas, two Jaramas, six Urracos, 15 Countachs, one LM 002, 21 Diablos and 36 Murcielagos. The record for number of cars participating goes to the Gallardo, the most successful Lamborghini model of all time, with 123 cars registered amongst the participants.

"For 50 years, Lamborghini has been the object of dreams and the symbol of Made in Italy. Our supersport cars are always on the edge of the most advanced technological innovation and with this reason, we set the claim for our anniversary as '100 years of innovation in half the time'. Since our founder Ferruccio Lamborghini first founded the company, a characteristic inherent in our DNA is to address the challenge and not overcome it, but to push boundaries to achieve something even more extraordinary," said Stephan Winkelmann, President and CEO of Automobili Lamborghini. "The 50th Anniversary Grand Tour, with more than 700 participants representing 29 countries, is evidence of the global dimension our brand enjoys today, and the strength of the Lamborghini myth that continues to grow."

The Grand Tour concluded on 11th May in Sant'Agata Bolognese, headquarters of the House of the Raging Bull, where a gala dinner celebrating the Lamborghini 50th Anniversary was held.

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Automobili Lamborghini S.p.A.

Established in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese in northeastern Italy. With the introduction of the Aventador LP 700-4 Roadster in 2013 and the debut of the concept car Suv Urus at the 2012 Beijing Auto Show, Lamborghini established a new landmark in the history of luxury super sports cars. With more than 120 dealers worldwide, Automobili Lamborghini has created an uninterrupted series of super sports cars, dynamic and elegant, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, Reventón Coupé, Reventón Roadster, Gallardo LP 560-4 Coupé and Spyder, Gallardo LP 570-4 Superleggera, the open version LP 570-4 Spyder Performante and Aventador LP 700-4.

For more images and videos, visit the websites:

www.lamborghini.com/press

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

www.image.net

For further information on the 50th Anniversary celebration, please visit our website:

www.lamborghini50.com

For further information on Automobili Lamborghini, please visit our website:

www.lamborghini.com

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