



LAMBORGHINI BOLLETTINO
ISSUE #06

CIAO FROM LAMBORGHINI

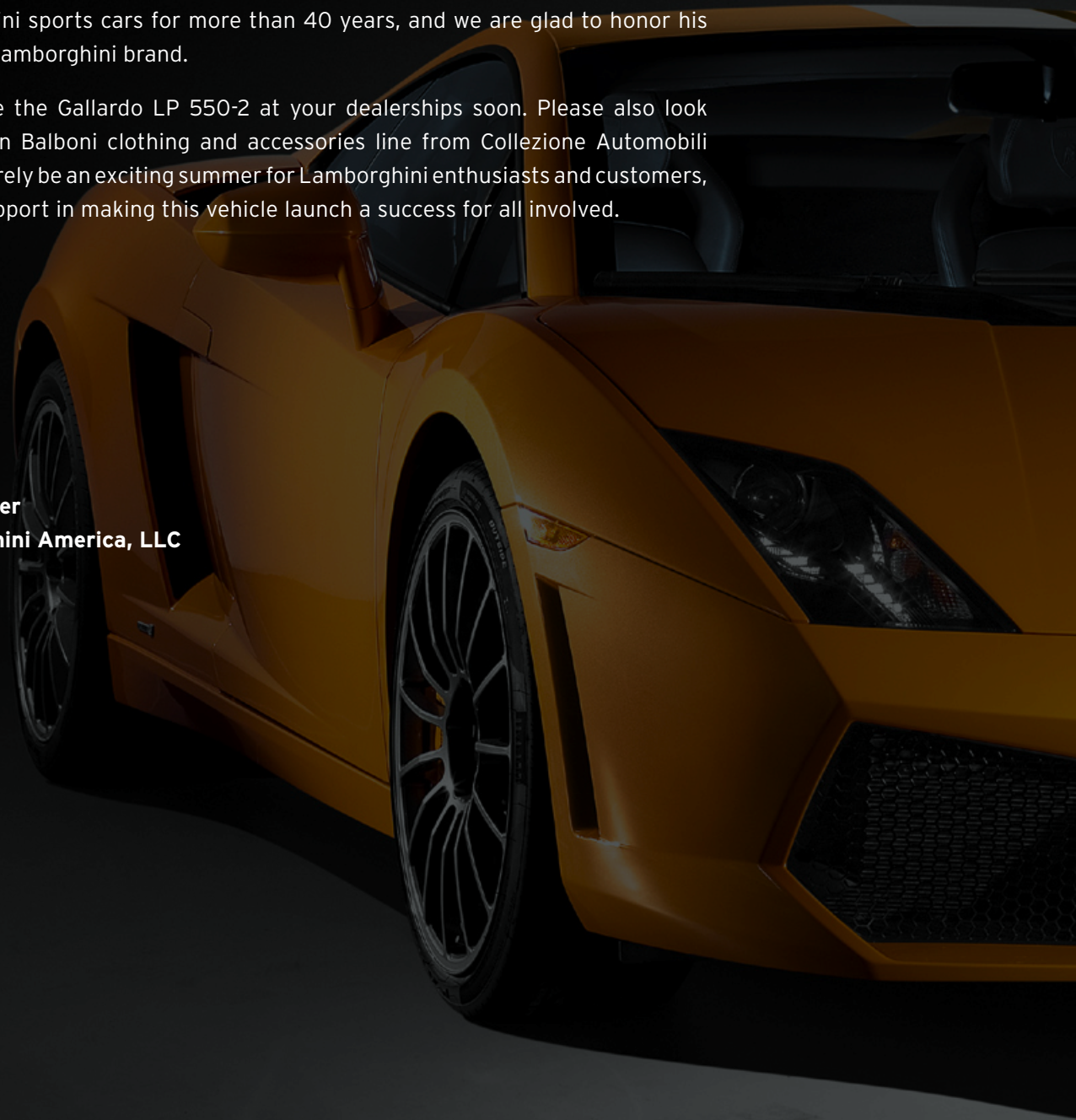
Dear Partners, In this issue we bring you the exciting news of the debut of the Gallardo LP 550-2 Valentino Balboni model. This is a very special car for Lamborghini for several reasons. As the first rear-wheel drive car produced in more than a decade, this is a highly anticipated derivative of our best-selling Lamborghini model that will surely excite all Lamborghini enthusiasts. This vehicle is also presented in honor of Mr. Valentino Balboni, a true legend in the Lamborghini family. Balboni has contributed to the development and success of Lamborghini sports cars for more than 40 years, and we are glad to honor his contributions to the Lamborghini brand.

We're excited to have the Gallardo LP 550-2 at your dealerships soon. Please also look for the special edition Balboni clothing and accessories line from Collezione Automobili Lamborghini. It will surely be an exciting summer for Lamborghini enthusiasts and customers, and we value your support in making this vehicle launch a success for all involved.

Kindest regards,



Pietro Frigerio
Chief Operating Officer
Automobili Lamborghini America, LLC





IN PRIMO PIANO
FEATURE STORY



LAMBORGHINI PRESENTS THE GALLARDO LP 550-2 VALENTINO BALBONI MODEL

Automobili Lamborghini recently announced the development of a Gallardo derivative in honor of driving legend Valentino Balboni, Lamborghini's former chief test driver who was hired by Lamborghini founder Ferruccio Lamborghini himself in 1967. The Gallardo LP 550-2 Valentino Balboni model boasts its own distinguishing design and exclusive equipment, as well as the distinction of being the only Lamborghini model in more than a decade to possess rear-wheel drive. Its limited-edition run of only 250 units makes it that much more special for the Lamborghini enthusiast.

With the LP 550-2, Lamborghini has delivered a model that possesses a unique character and a very active driving experience. Rear-wheel drive provides an especially light-footed driving style and occasionally offers a sideways slip of the wheels - though without the worry of oversteer. One significant focus on this model was the adjustments made to the ESP system. While the standard program is focused on stability, allowing the LP 550-2 to glide along the road with absolute precision, the CORSA program permits greater drift angles, thus enabling drivers to enjoy the dynamics of the LP 550-2 to their full extent, such as on a race track. The LP 550-2 generates 550 horsepower, and catapults from 0-62 mph in 3.9 seconds. Its top speed lies at 199 mph, guaranteeing its place among the highest ranks of super sports cars.

The Gallardo LP 550-2 is an exceptionally safe sports car to drive. In order to shape this unique character that combines an exhilarating driving experience with safety, the engineers at Sant'Agata Bolognese have incorporated extensive modifications into the LP 550-2. In addition to removing the drive from the front axle, the vehicle had to be adjusted and tuned in every element of its driving dynamics, including the springs, dampers, stabilizers and even the front and rear tires. The aerodynamics were also adjusted to take account of the change in power flow and the new axle load distribution. The rear axle differential, with a 45 percent limited slip, was also redeveloped, as was the calibration of the e.gear automated manual transmission.

**LAMBORGHINI PRESENTS THE GALLARDO LP 550-2 VALENTINO BALBONI MODEL
(CONTINUED)**

The exterior design of the LP 550-2 emphasizes the unique Lamborghini design DNA. Available in eight exterior colors, the LP 550-2 also features a color strip in white and gold running from the front panel over the roof and parts of the engine cover, all the way to the rear spoiler. The Scorpium wheels retain their dark grey finish, while the brake callipers come in black, orange or yellow, depending on the exterior paint finish. This unique design is repeated in the interior: both seats are black, and feature the color strip in white over the seats. A badge below the left side window bears the signature of Valentino Balboni and the production number of the car.

The exclusivity of the LP 550-2 is augmented further by its extensive equipment. Alongside a host of additional leather features in the interior, there is also a transparent engine cover, rear view camera, navigation system with Bluetooth and a lifting system for the front axle that makes it easier to drive over obstacles. The e.gear automated manual transmission and the brake system with carbon-ceramic discs are also important features of the special equipment list.

Valentino Balboni has sat at the wheel of every prototype built by Lamborghini since 1973, and even most production cars have passed through his hands before being delivered to their customers. This has turned Balboni into one of the most important representatives of the brand, with his own personal cult status among Lamborghini enthusiasts worldwide. It is only fitting that there is a model in his honor and bearing his name - the Gallardo LP 550-2 Valentino Balboni.

The vehicle will be presented with a special appearance from Valentino Balboni at The Quail in Monterey, Calif. on August 14. The Gallardo LP 550-2 Valentino Balboni is priced at \$218,800 MSRP and will only be produced as a 2010 Model Year. The vehicle will be available in the U.S. market in September 2009.



EVENTI LAMBORGHINI
LAMBORGHINI EVENTS



MURCIÉLAGO LP 670-4 SUPERVELOCE DOMINATES

THE WORLD RENOWNED POCONO RACEWAY FOR ITS FIRST DYNAMIC
PRESENTATION IN THE UNITED STATES

As an official sponsor for “Le Belle Macchine D’Italia” on June 20-22, 2009 Lamborghini introduced its fastest and most powerful production car yet, the Murciélago LP 670-4 SuperVeloce, to customers on the Pocono International Raceway. Tucked away in the Pocono Mountains of Eastern Pennsylvania, Le Belle Macchine D’Italia is the largest three day motoring event in North America.

Lamborghini dealer participation included Lamborghini Long Island, Manhattan, Washington, Orlando, Palmyra and Bergen County. The dealers invited customers out to the track to experience the breathtaking speed and power of the LP 670-4 SV in its first dynamic presentation in the United States.

The Concorso d’Eleganza kicked off the weekend on Saturday, June 20. Despite the rain, the event was well attended by guests in the area seeking to view the stunning showcase of classic cars. Approximately 100 marques representing Lamborghini, Alfa Romeo, Bizzarrini, DeTomaso, Ferrari, Fiat, Iso, Lancia, Maserati, Motorcycles, and an open class were featured on the field, with more than 25 Lamborghinis entered in the Concorso. The Miura P400 was awarded the winner of the Lamborghini class. Automobili Lamborghini’s booth featured the LP 670-4 SV, the Murciélago LP 640 Coupé, and the all new Gallardo LP 560-4 Spyder on display for event attendees.

June 21 and 22 of Le Belle Macchine d’Italia were private track days at the Pocono International Raceway, which is considered to be one of the premier race tracks in the world. Lamborghini test driver Richard Antinucci took 26 customers as passengers in the LP 670-4 SV. The track days allowed Lamborghini to demonstrate the vehicle’s impressive braking power and its precise handling, even at the exhilarating speed of more than 170 mph on the raceway. Also well noted was the impressive downforce brought by the distinguishing large rear “aeropack wing” on the LP 670-4 SV.

MURCIÉLAGO LP 670-4 SUPERVELOCE DOMINATES (CONTINUED)

Media attendance on the Pocono raceway included renowned journalist James Clash, an adventure and automotive writer for Forbes magazine who is known for his attention to high-performance supercars performing at top speeds. Mr. Clash is also the author of the book *To the Limits*, published in 2003.

The Murciélago LP 670-4 SuperVeloce, Lamborghini's new "King of the Bulls" is a limited-edition model of which only 350 will be built. The significantly modified aerodynamics with substantially increased downforce brings considerable improvement to vehicle stability at very high speeds: a top speed of 212 mph with the small rear wing and 209 mph with the large rear wing.

The SuperVeloce is an icon of the brand, and with Lamborghini's refinements to the Murciélago, the LP 670-4 SV is undoubtedly even more "Uncompromising, Extreme and Italian" than any vehicle in Lamborghini's line up. The LP 670-4 SV is priced at \$450,000 MSRP. The first customer deliveries worldwide of the Murciélago LP 670-4 SuperVeloce have already begun, with U.S. customer deliveries slated to take place this summer.







COLLEZIONE LAMBORGHINI SUMMER 2009

Gear up for Collezione Lamborghini's Summer Fashion Line. This summer Lamborghini revives its summer collection with men's and women's swimwear and beach accessories in vibrant shades consistent with the style and elegance of Lamborghini sports cars.

Italian-made bikinis with matching sarongs are available in black, white and striking orange. Both come embossed with the Lamborghini gold script logo. Swim shorts for men are available in orange and navy.

Also offered is an embossed gold emblem beach towel with black shading on one side and gold shading on the other. A 100 percent cotton beach bag in white, orange or black also embossed with the gold lame script logo rounds out the summer collection.

Whether you're hitting the coast of Italy or your backyard swimming pool, Lamborghini swimwear offers the most exclusive style for the Lamborghini owner or enthusiast. Items from Collezione Lamborghini's Summer Fashion Line are available for order through Lamborghini franchised dealerships or via the online store at www.lamborghinistore.com.

SUPER TROFEO RACE CAR NOW AVAILABLE TO CUSTOMERS IN THE UNITED STATES

The Lamborghini Blancpain Super Trofeo racing series is well under way, with races scheduled in Europe until October in locations including Spa Francorchamps (Belgium), Silverstone (UK), Circuit de Catalunya (Spain) and Paul Ricard (France). Lamborghini recently announced that it will offer Super Trofeo race cars in the United States market, available for purchase starting this summer.

Lamborghini's Super Trofeo is a lightweight version of the Gallardo LP 560-4 and comes with a reworked chassis featuring double wishbone suspension all around and a power output of 570 horsepower from its V10, 'Iniezione Diretta Stratificata' engine. Its specifications are as follows:

- 4-wheel drive (4WD)
- Six-speed robotized gearbox
- Racing ABS
- Steel racing brakes
- Racing tires by Pirelli
- 18" lightweight competition wheels
- Aerodynamic performance kit
- No launch control system

Lamborghini will be importing Super Trofeo vehicles into the U.S. market, with additional vehicles to follow on an ongoing basis.



AUTOMOBILI LAMBORGHINI: THE PASSION BEHIND THE BRAND

Automobili Lamborghini is a rare brand that has always maintained its brand identity by preserving the root of its Italian heritage. The brand personifies a cultural identity that exudes passion and exclusivity, with its core values of “Uncompromising, Extreme and Italian.”

Recent news has reported that Saab Automobile, formerly owned by General Motors, has been purchased by Swedish custom supercar manufacturer Koenigsegg Automotive. Founded in 1994 by CEO Christian von Koenigsegg, a Swedish sports-car fanatic and entrepreneur, the brand is reportedly interested in returning Saab to its Swedish automaker roots. From a recent article in **USA Today** regarding Saab, Mr. von Koenigsegg confirms “The new owners would try and restore some of the brand’s heritage while finding a place in the market between upscale and mainstream.” Saab isn’t the only manufacturer set on returning to its roots. Mercedes-Benz USA has recently launched an advertising campaign focusing on the car’s heritage in Stuttgart, Germany. “I’d rather tell our brand story, our innovation story, our value story,” said Steve Cannon, the vice president of marketing for Mercedes-Benz USA in a recent article in **The New York Times**.

In 1998, when Italian-owned Lamborghini was bought by German-owned Audi, Lamborghini was faced with the challenge of bridging the gap between two distinctly different cultures. With Audi as the larger company, one would assume that Lamborghini’s brand identity would have become one with the German brand. According to the same **USA Today** article, analysts say GM was unable to differentiate Saab from its other products or find a sales niche. IHS analyst, Urquhart followed this up by stating that “GM sucked all the brand value out of Saab.” Alternatively, Lamborghini has managed to preserve its uniqueness within the luxury market by upholding key messages of its Italian heritage and extreme and uncompromising characteristics, despite its ownership changes over the years. Combining German quality standards with Italian design and performance has established Lamborghini as one of the world’s top supercar brands.

The essence of Lamborghini and what makes the brand so popular is the emotional impact inspired by Lamborghini’s representation of what is truly Italian. Lamborghini President and CEO Stephan Winkelmann says it best when he describes Lamborghini as an “emotional purchase” fulfilling what is often a childhood dream to own a Lamborghini. Mr. Winkelmann was hand-picked to run Lamborghini in 2004 and has been a vital component in honing Lamborghini’s cultural identity. With his management and the expertise of Lamborghini’s brand and design team, Lamborghini continues to be one of the strongest automotive marques in history.



**ENDORPHINS ARE PRODUCED IN THE BRAIN.
AND IN SANT'AGATA BOLOGNESE.**



EVENTS CALENDAR

JULY 2009

23-25 Super Trofeo Race - Spa Francorchamps (Belgium)

AUGUST 2009

7-10 Giro Lamborghini - Park City, UT

14 The Quail, A Motorsports Gathering - Carmel, CA

15-16 Super Trofeo Race - Silverstone (UK)

SEPTEMBER 2009

15-16 Frankfurt Motor Show Press Days (Germany)

17-27 Frankfurt Motor Show Public Days (Germany)

18-20 Super Trofeo race - Circuit de Catalunya (Spain)

26 Lamborghini Academy - Vallelunga (Italy)

27 Lamborghini Academy - Advanced course - Vallelunga (Italy)

OCTOBER 2009

2-4 Super Trofeo Race - Paul Ricard (France)

13-14 Lamborghini Academy - Vallelunga (Italy)

PRESS CLIP LINKS

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AUTOMOTIVE NEWS - JUNE 15, 2009

CO2 Announcement

AUTOMOBILE - JULY 2009

Murciélago LP 670-4 SuperVeloce

CAR AND DRIVER - JULY 2009

Gallardo LP 560-4 Spyder

POPULAR MECHANICS - JULY 2009

Gallardo LP 560-4 Spyder

ROAD & TRACK - JULY 2009

Gallardo LP 560-4 Spyder



**GIRO LAMBORGHINI
RETURNS AUGUST 7 - 10**

UTAH. IDAHO. WYOMING.

REGISTRATION CLOSES SOON

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