

Automobili Lamborghini S.p.A.

Lamborghini Analyst Event
October 22, 2021

Aventador SVJ Roadster: Fuel consumption combined: 18.0 l/100km ; CO_2-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP)

DISCLAIMER

The following presentations as well as remarks/comments and explanations in this context contain forward-looking statements on the business development of the Audi Group. These statements are based on assumptions relating to the development of the economic, political and legal environment in individual countries, economic regions and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given entail a degree of risk, and actual developments may differ from those forecast. Any changes in significant parameters relating to our key sales markets, or any significant shifts in exchange rates or commodities relevant to the Audi Group or deviations in the actual effects of the Covid-19 pandemic from the scenario presented will have a corresponding effect on the development of our business. In addition, there may be departures from our expected business development if the assessments of the factors influencing value enhancement and of risks and opportunities presented develop in a way other than we are currently expecting, or if additional risks and opportunities or other factors emerge that affect the development of our business.

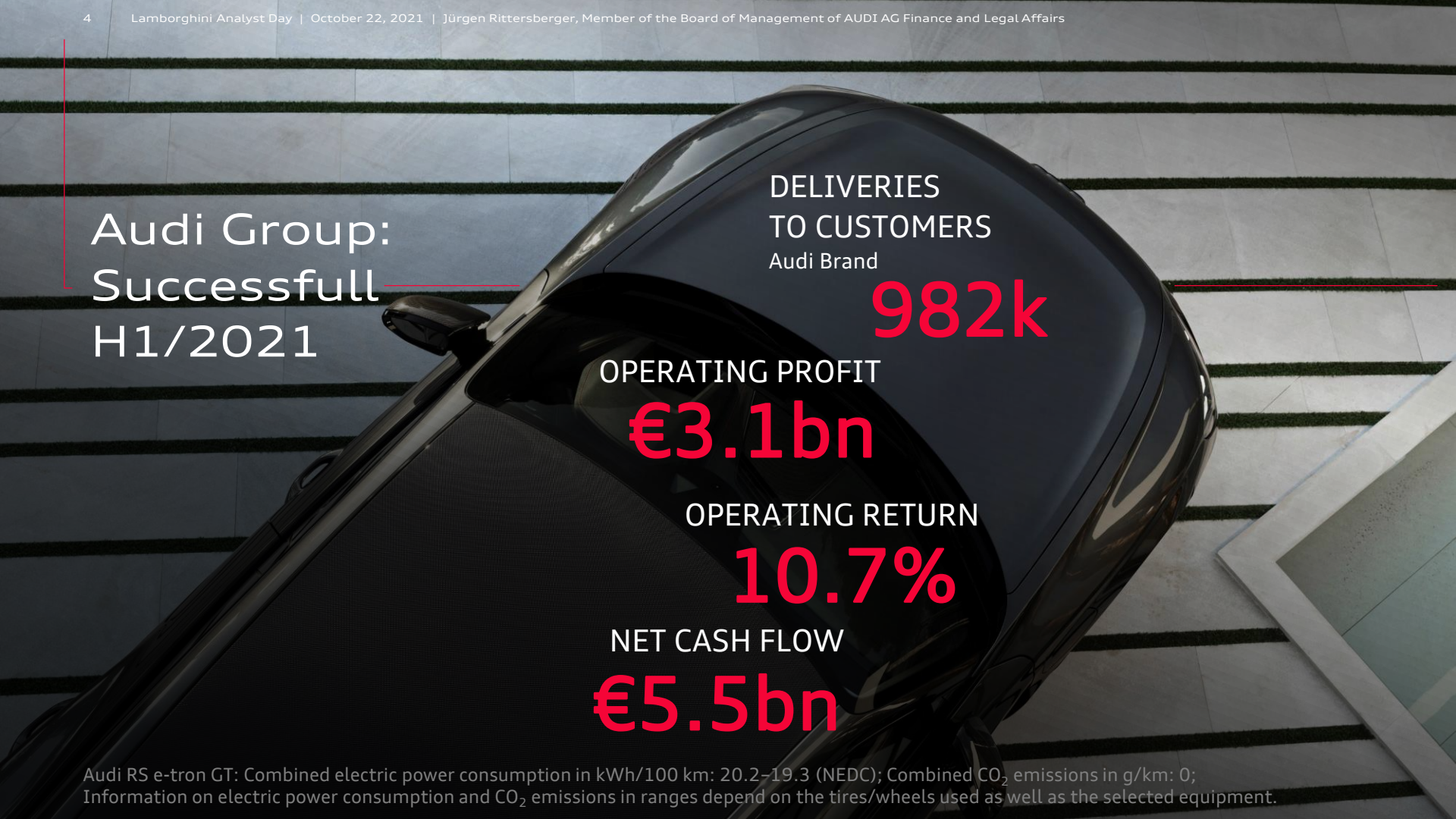
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Lamborghini Analyst Day

Jürgen Rittersberger | Member of the Board of Management of AUDI AG Finance and Legal Affairs

Lamborghini Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)



Audi Group: Successfull H1/2021

DELIVERIES TO CUSTOMERS
Audi Brand
982k

OPERATING PROFIT
€3.1bn

OPERATING RETURN
10.7%

NET CASH FLOW
€5.5bn

Audi RS e-tron GT: Combined electric power consumption in kWh/100 km: 20.2–19.3 (NEDC); Combined CO_2 emissions in g/km: 0;
Information on electric power consumption and CO_2 emissions in ranges depend on the tires/wheels used as well as the selected equipment.

Vorsprung 2030

AMBITION

3m CARS p.a.

SUSTAINABLE GROWTH

RoS >11%

increasing ESG consideration

LAST ICE SOP[1)] 2025

LAST ICE EOP[1)] 2033

1) Chinese market not included; SOP (Start of production); EOP (End of production);

Comprehensive action plan in Audi‘s finance area will ensure operational performance and solid financial basis for the future.

SHORT-TERM 2021/22

Securing profitability

- Margin-oriented volume steering
- Operating performance

MID-/LONG-TERM

Sustainable value creation

- Portfolio profitability
- New business models
- Brand group steering
- China business
- ESG-performance

Team transformation

- Organisational development
- Powerful team
- Digitalization boost
- Compliance & governance

Within the Volkswagen Group Audi is responsible for the Brand Group Premium, ensuring a good use of synergies, transfer of technologies and financial steering.





Brand Group Premium





Lamborghini benefits greatly from synergies within the Audi Premium Brand Group: “Cherry picking” creates the scope for superior vehicle designs and characteristics.

Selected examples



Technology	Platform/ Drivetrain	Procurement	Production	Customer/ Distribution
lightweight, testing, infotainment, CARIAD	MSS, MLB, SSP	sourcing, ecomomies of scale	body shop (BIW), painting	e.g. National Sales Companies (NSC)

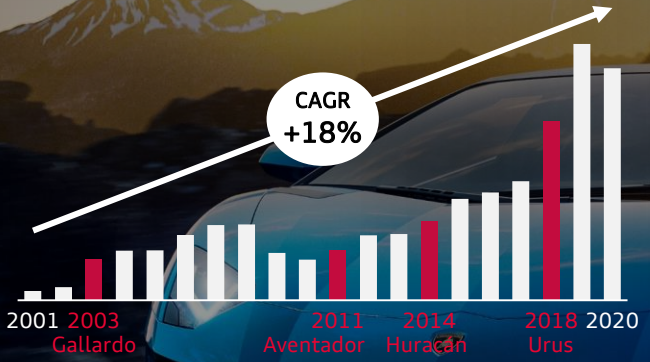
Shared services

e.g. treasury, legal and tax services

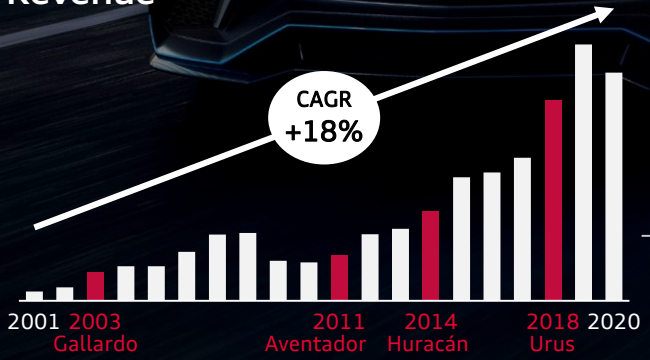
Lamborghini Huracán Evo RWD Spyder: Combined fuel consumption in l/100 km: 13.9; Combined CO2-emissions in g/km: 335 (WLTP)
Audi R8 Coupé V10 performance RWD: Combined fuel consumption in l/100 km: 12.9; Combined CO2-emissions in g/km: 295 – 294
Information on fuel/power consumption and CO2 emissions in ranges depending on the chosen equipment level of the car.

Impressive turnaround: In the last two decades Lamborghini developed into an unparalleled success story.

Deliveries to customers



Revenue



RoS ambition:

towards 20% (2021)

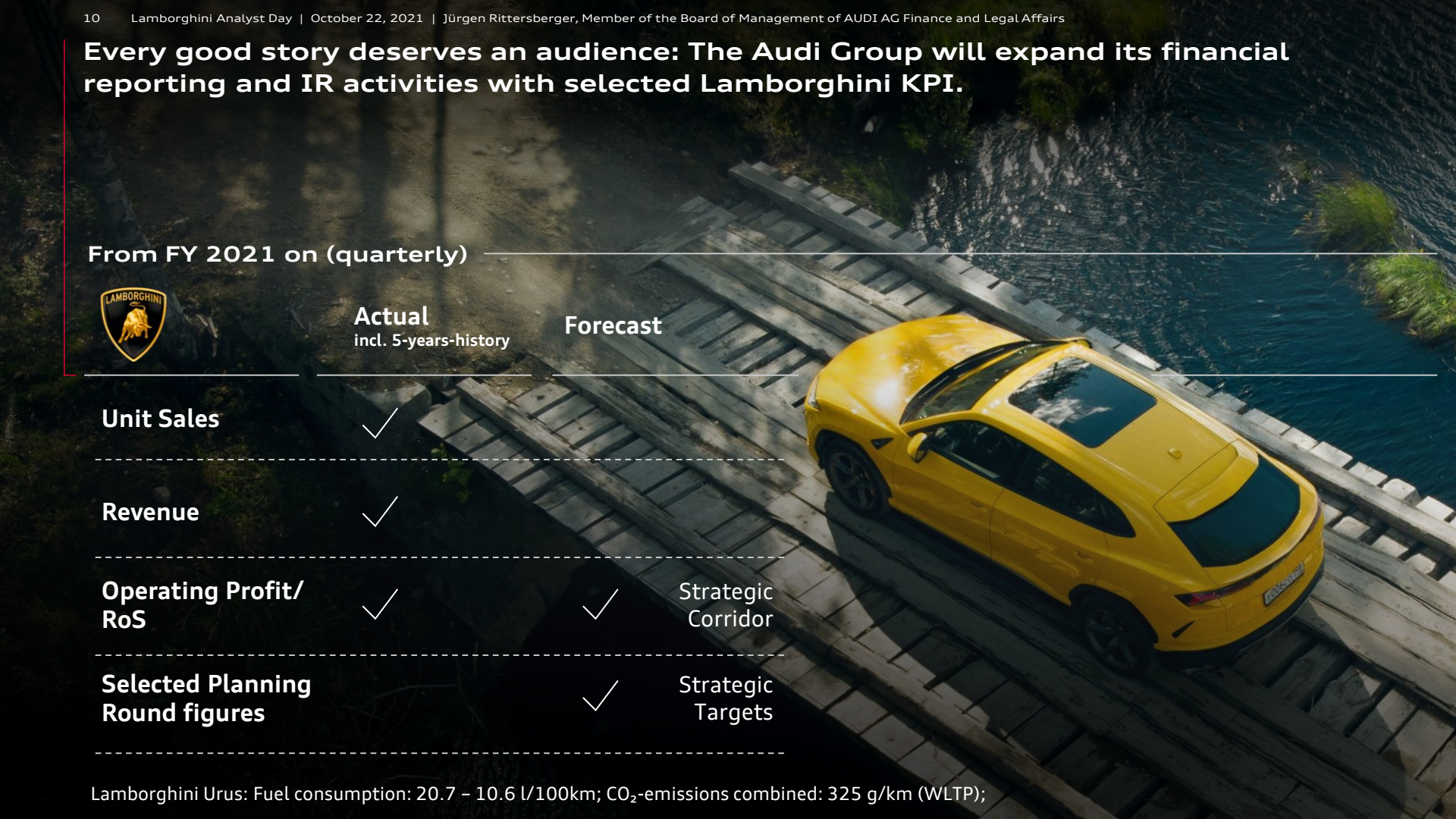
(vs. clearly negative in 2001)

Lamborghini Aventador LP 780-4 Ultimae Roadster: Pending homologation

Every good story deserves an audience: The Audi Group will expand its financial reporting and IR activities with selected Lamborghini KPI.

From FY 2021 on (quarterly)

	Actual incl. 5-years-history	Forecast	
Unit Sales	✓		
Revenue	✓		
Operating Profit/ RoS	✓	✓	Strategic Corridor
Selected Planning Round figures		✓	Strategic Targets



Lamborghini Urus: Fuel consumption: 20.7 – 10.6 l/100km; CO_2-emissions combined: 325 g/km (WLTP);

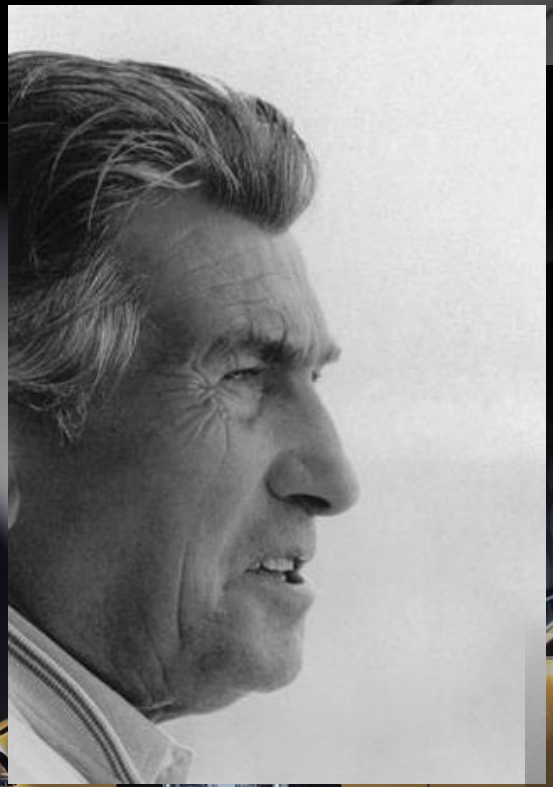


Lamborghini Analyst Day

Stephan Winkelmann| Chairman & Chief Executive Officer of Automobili Lamborghini

Urus: Fuel consumption combined: 12.7 l/100 km; CO2-emissions combined: 325 g/km (WLTP)

The foundation



Automobili Lamborghini was founded in **1963** by **Ferruccio Lamborghini**

Ferruccio Lamborghini had a vision:
the **ultimate production sports car**.

Nothing in the world matched that vision.
So he went and built it himself.

The creation of Lamborghini Brand

A Brand shaped on iconic models



MIURA

The redefinition of the sportscar concept



ESPADA

The first GT2+2



COUNTACH

A new design vision



LM002

The first Super SUV in history

1963-1990

Iconic models pioneering new segment

Models shown are not available for sale.

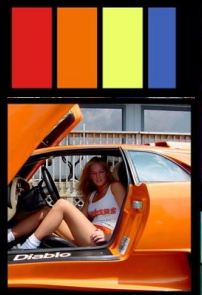
Brand development

From a great name to a real Luxury Brand



































1990-2000 → **2001-2013**

NO CLEAR IDENTITY

ITALIAN
EXTREME
UNCOMPROMISING

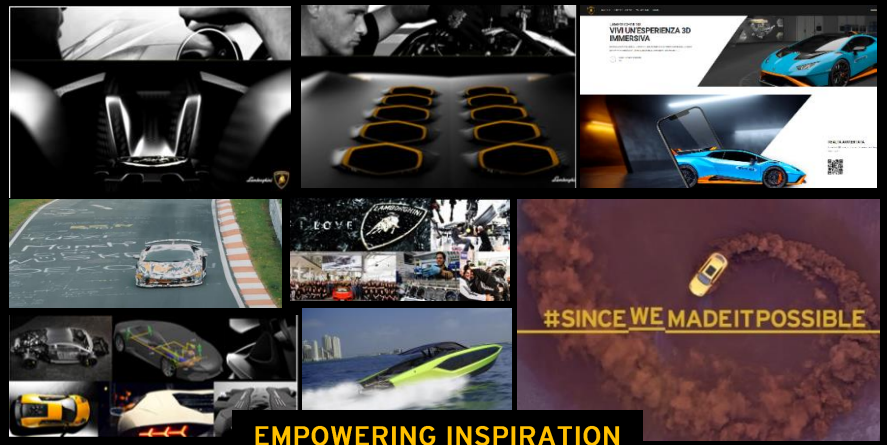
An exotic brand with a great name

Regain respect with a sharp message in the luxury segment

Models shown are not available for sale.

Brand development

Relevant for a wider audience with a strong forward looking attitude

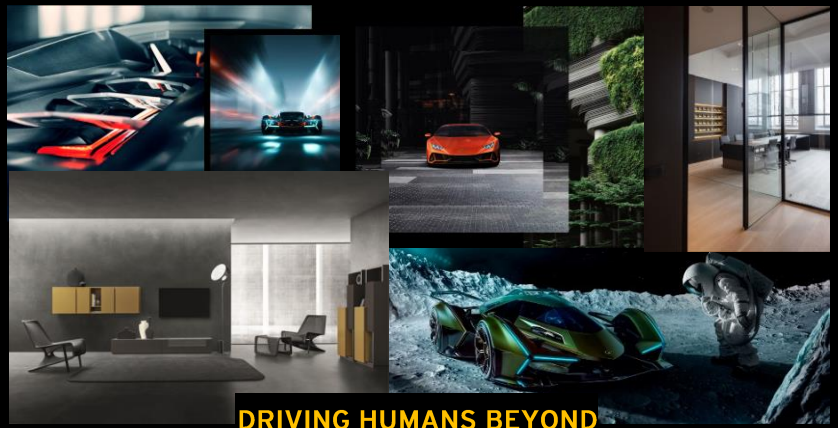


EMPOWERING INSPIRATION

2014-2020

VISIONARY
CUTTING EDGE
PURE

More human & suitable for a wider audience



DRIVING HUMANS BEYOND

2021-2030

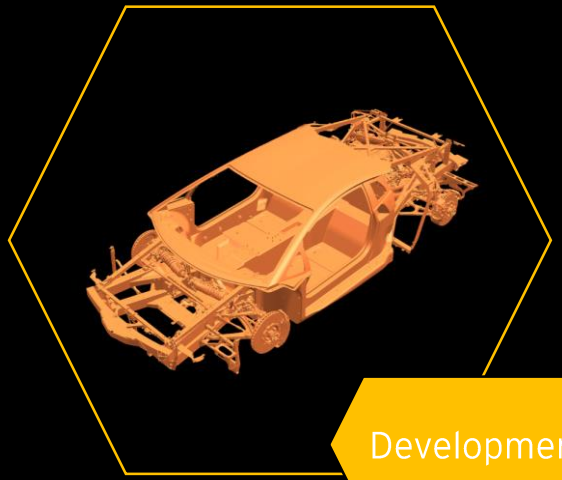
BRAVE
UNEXPECTED
AUTHENTIC

Become a symbol of human progression

Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Aventador SVJ: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP)Other models depicted are not available for sale.

Lamborghini today

A solid company covering the full automotive value chain



Development



Production



Sales

Aventador SVJ Roadster: Fuel consumption combined: 18.0 l/100km ; CO_2-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP)

Product strategy

Two different approaches, same DNA

SUPERSPORTSCAR MODELS

Know How on powertrain, electrification and vehicle dynamics (performance & fun to drive)

+

Lightweight construction competences

+

Distinctive design

A PURE ITALIAN DREAMCAR

VERSATILITY MODELS

Synergies with high technological platform of the Group as a competitive advantage

+

Lamborghini DNA: unique design

+

Vehicle dynamics (performance & fun to drive)

+

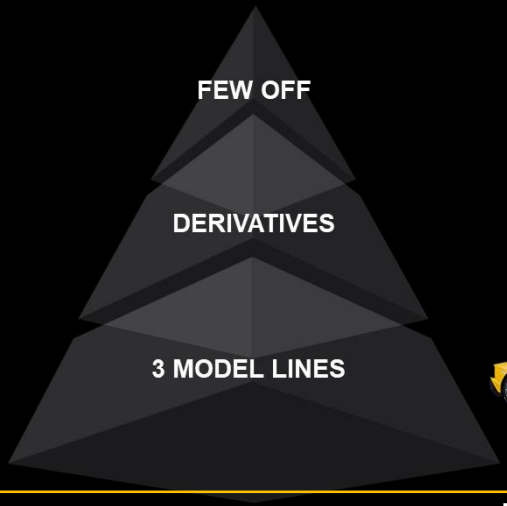
Lightweight approach

PIONEERING NEW NICHES

Aventador SVJ: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

An offer to satisfy a wide range of customer's needs

Maximizing the offer in line with Brand DNA





COUNTACH



AVENTADOR SVJ



HURACÁN STO



AVENTADOR S



HURACÁN EVO



URUS

TRACK MODELS



HURACÁN SUPER TROFEO



HURACÁN GT3



ESSENZA SC V12

Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Aventador SVJ: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Countach under homologation

Product Portfolio development

An extended derivatives strategy to optimize lifecycle management

	OPEN	FUN TO DRIVE	FUN TO DRIVE OPEN	SPORT	SPORT OPEN	TRACK ORIENTED
	 AVENTADOR	 ROADSTER		 SVJ	 SVJ ROADSTER	
	 HURACÁN	 SPYDER	 RWD	 RWD SPYDER	 PERFORMANTE	 PERFORMANTE SPYDER	 STO

Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Aventador SVJ Coupe/Roaster: Fuel consumption combined: 18.0 l/100 km; CO_2-emissions combined: 448 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP); Huracán EVO RWD: Fuel consumption combined: 13.8 l/100km ; CO_2-emissions combined: 330 g/km (WLTP); Huracán EVO RWD Spyder: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 335 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Other models depicted are not available for sale.

Few off

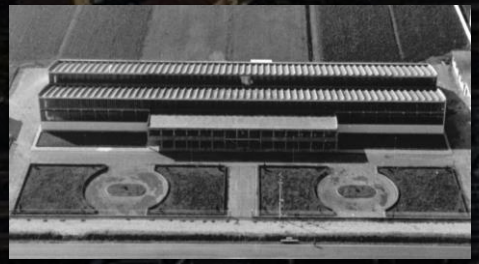
Limited run initiatives to boost Brand and Profitability

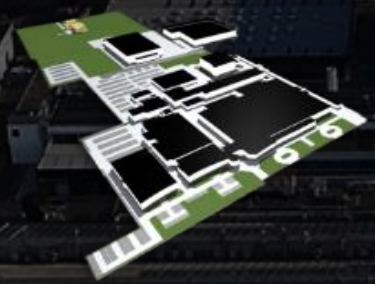
REVENTÓN	SESTO ELEMENTO	VENENO	CENTENARIO	SIÁN	COUNTACH
					
					
2007	2010	2013	2016	2019	2021

Sian: Fuel consumption combined : 19,2 CO_2-emissions combined: 447 g/km (WLTP); Countach under homologation; Other models depicted are not available for sale.

Industrial footprint

A significant site extension to support the growth







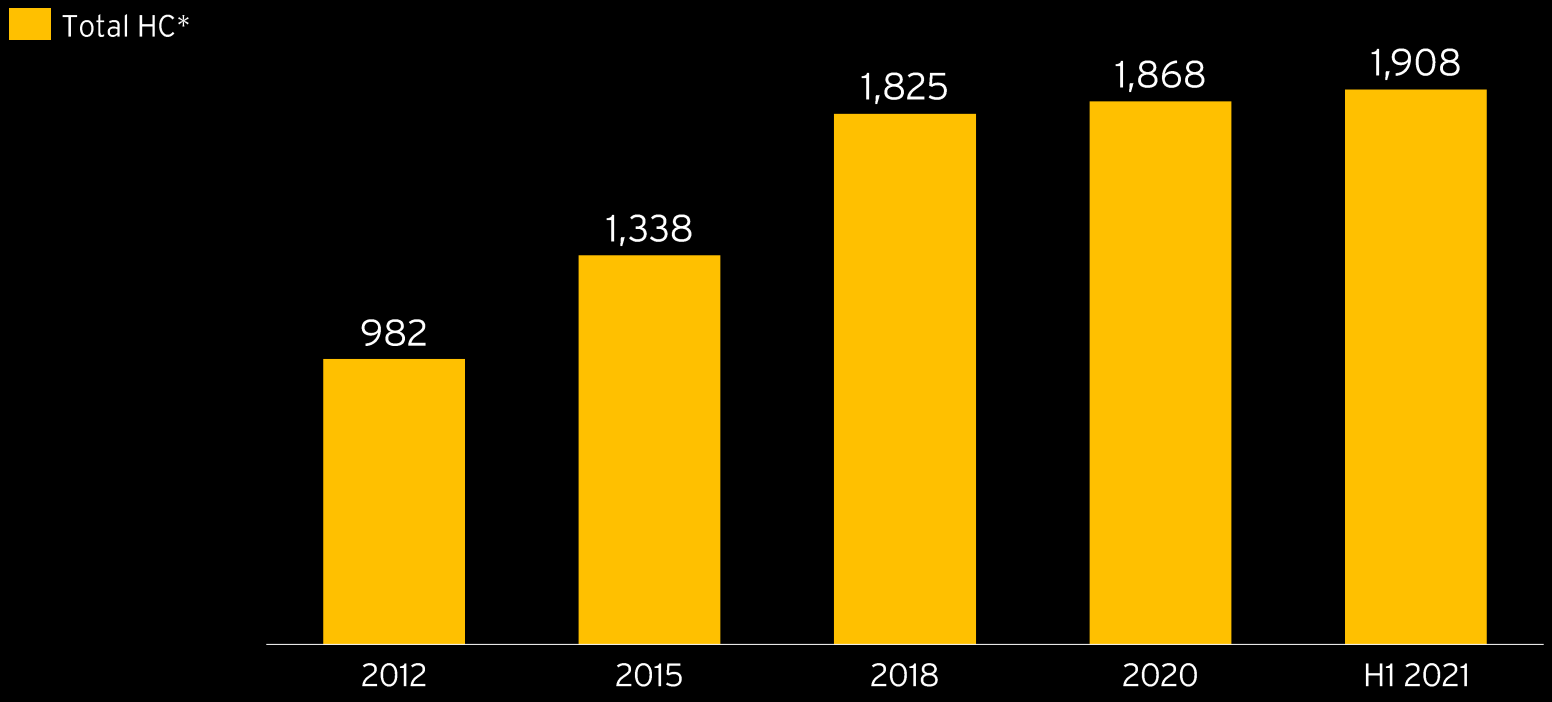
1963
10,000 M²
108,000 FT²

2015
80,000 M²
860,000 FT²

2020
160,000 M²
1,720,000 FT²

People & Organization

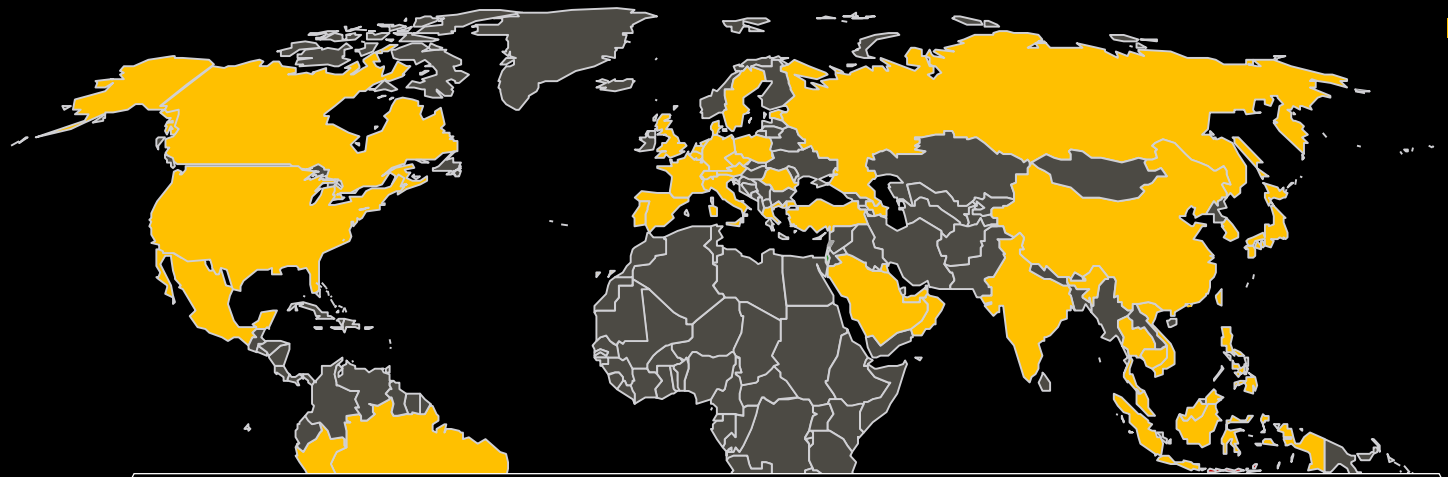
Headcount evolution



(*) Regions included

Regional footprint

An optimal coverage of the market demand



3 REGIONS - 51 MARKETS - 168 DEALERS

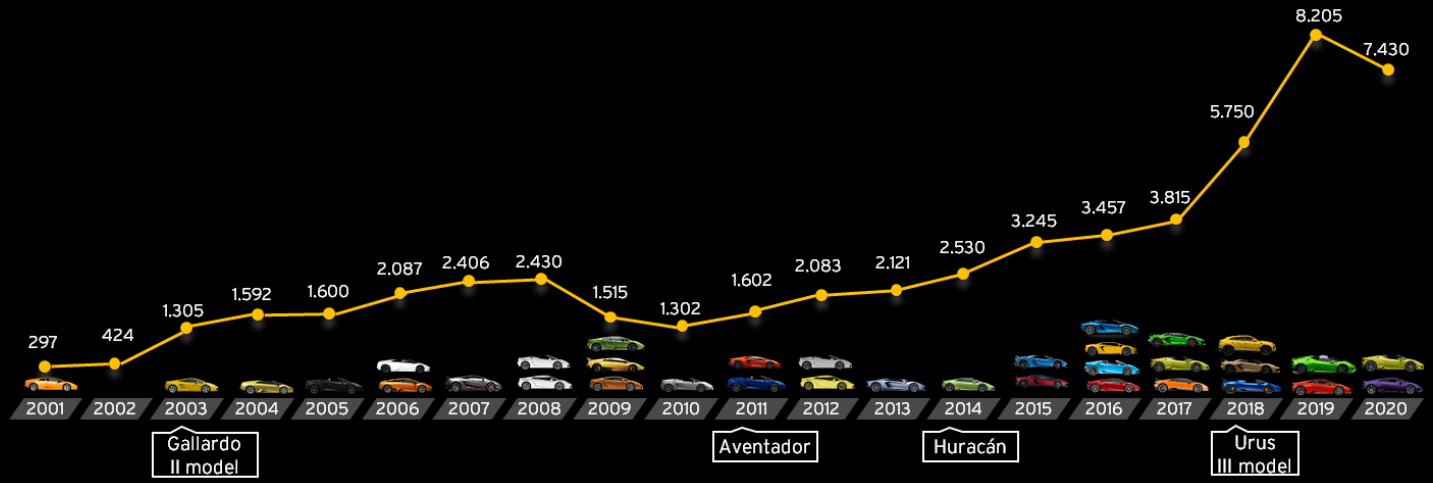
AMERICA
47 Dealers
5 Markets

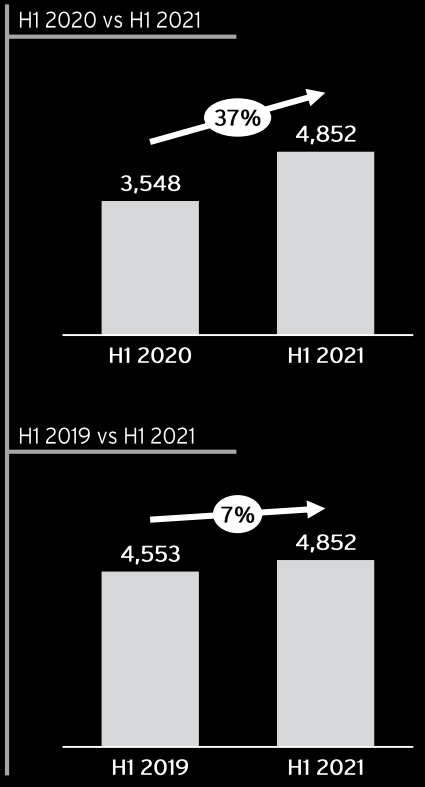
EMEA
71 Dealers
30 Markets

APAC
50 Dealers
16 Markets

Sales Results

Consistent growth driven mainly by the success of new models





Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Aventador SVJ Coupe/Roaster: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP); Huracán EVO RWD: Fuel consumption combined: 13.8 l/100km ; CO_2-emissions combined: 330 g/km (WLTP); Huracán EVO RWD Spyder: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 335 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Other models depicted are not available for sale.

Direzione Cor Tauri

A strong commitment started long ago

- Hybrid transition:
  - 2023 first hybrid series production car
  - 2024 electrification of all product range
- 50% less product CO_2 emissions by 2025
- Investment of >1.5 billion euros over four years
- Full-electric model in second half of the decade
- Site neutrality since 2015





TECHNOLOGY TO BOOST PERFORMANCE
DRIVE BETTER AND FASTER

Aventador SVJ : Fuel consumption combined: 18.0 l/100 km; CO_2-emissions combined: 448 g/km (WLTP)



Lamborghini Analyst Day

Paolo Poma | Chief Financial Officer, Managing Director and Board Member of Automobili Lamborghini

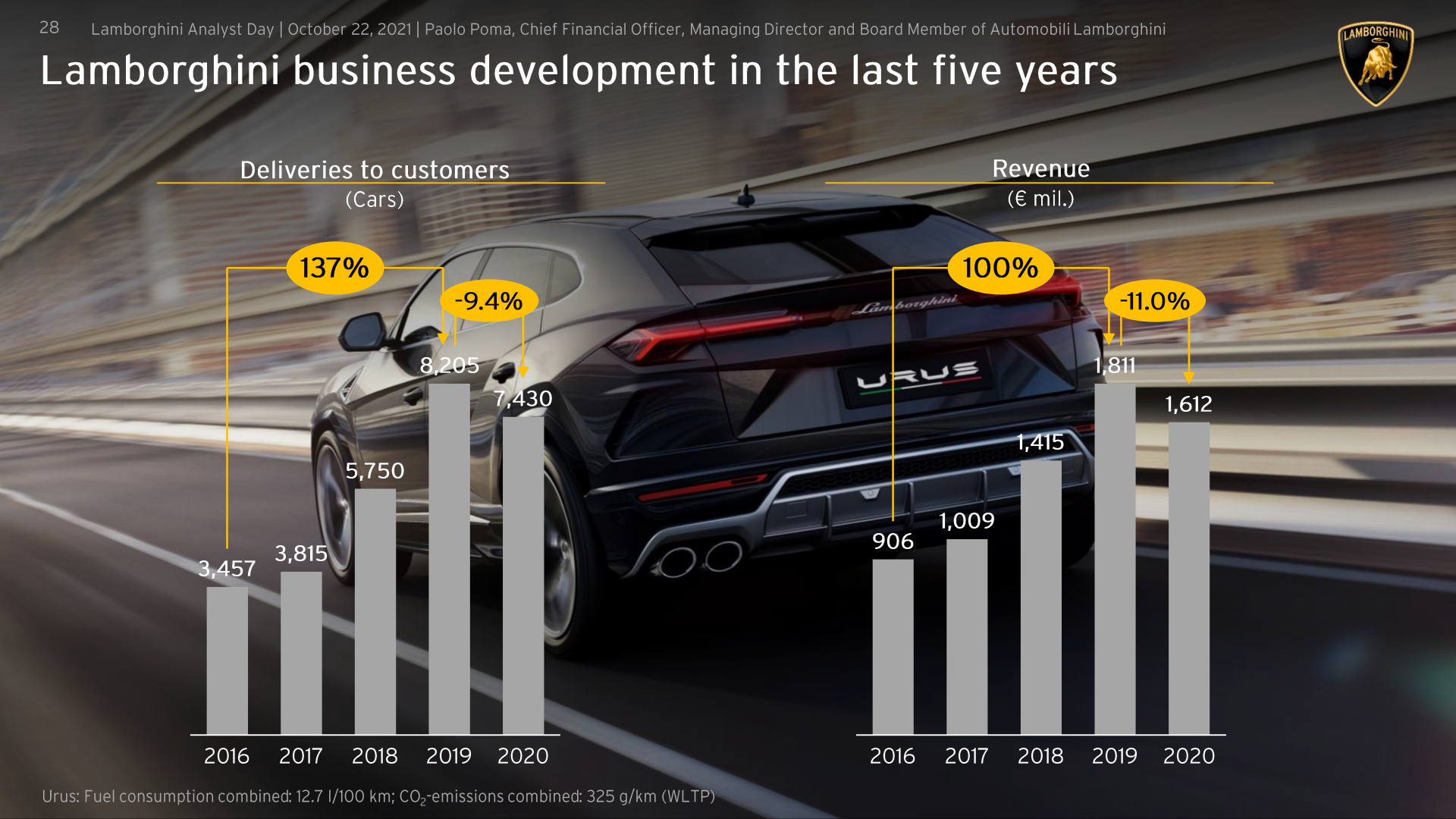
Urus: Fuel consumption combined: 12.7 l/100 km; CO2-emissions combined: 325 g/km (WLTP)

Lamborghini growth of last five years



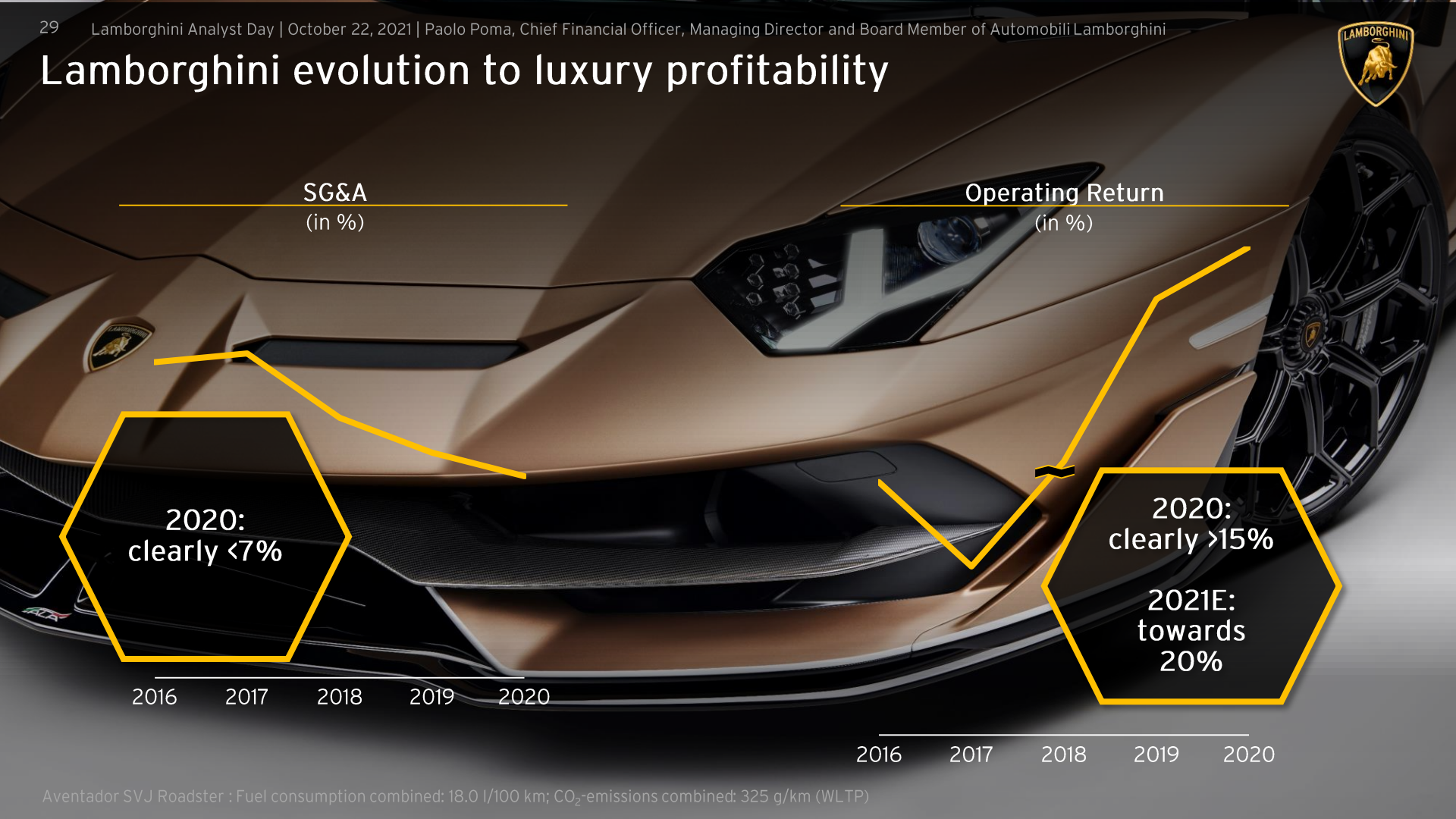
Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP)

Lamborghini business development in the last five years



Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

Lamborghini evolution to luxury profitability



Aventador SVJ Roadster : Fuel consumption combined: 18.0 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

Lamborghini current trading

H1 2021 Results

best ever

best ever
REVENUE
€996m
+29% vs H1 2020
+1% vs H1 2019

best ever
DELIVERIES TO CUSTOMERS
4,852 units

best ever
RoS
+4.6 ppt. vs H1 2020
+5.3 ppt. vs H1 2019

best ever
OPERATING PROFIT
+60% vs H1 2020
+32% vs H1 2019

Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP)

STRATEGY 2030



>9k CARS yearly

DIREZIONE

PERFOMANCE

LAMBORGHINI DNA

HYBRID TRANSITION

ESG

COR TAURI

BEV

INVESTMENTS

BRAND EXPERIENCE

CONNECTIVITY

CO_2 Reduction

RoS Best in Class

First Hybrid series car 2023

Hybridization of whole portfolio 2024

First Fully electric model latest 2029



Lamborghini Analyst Day

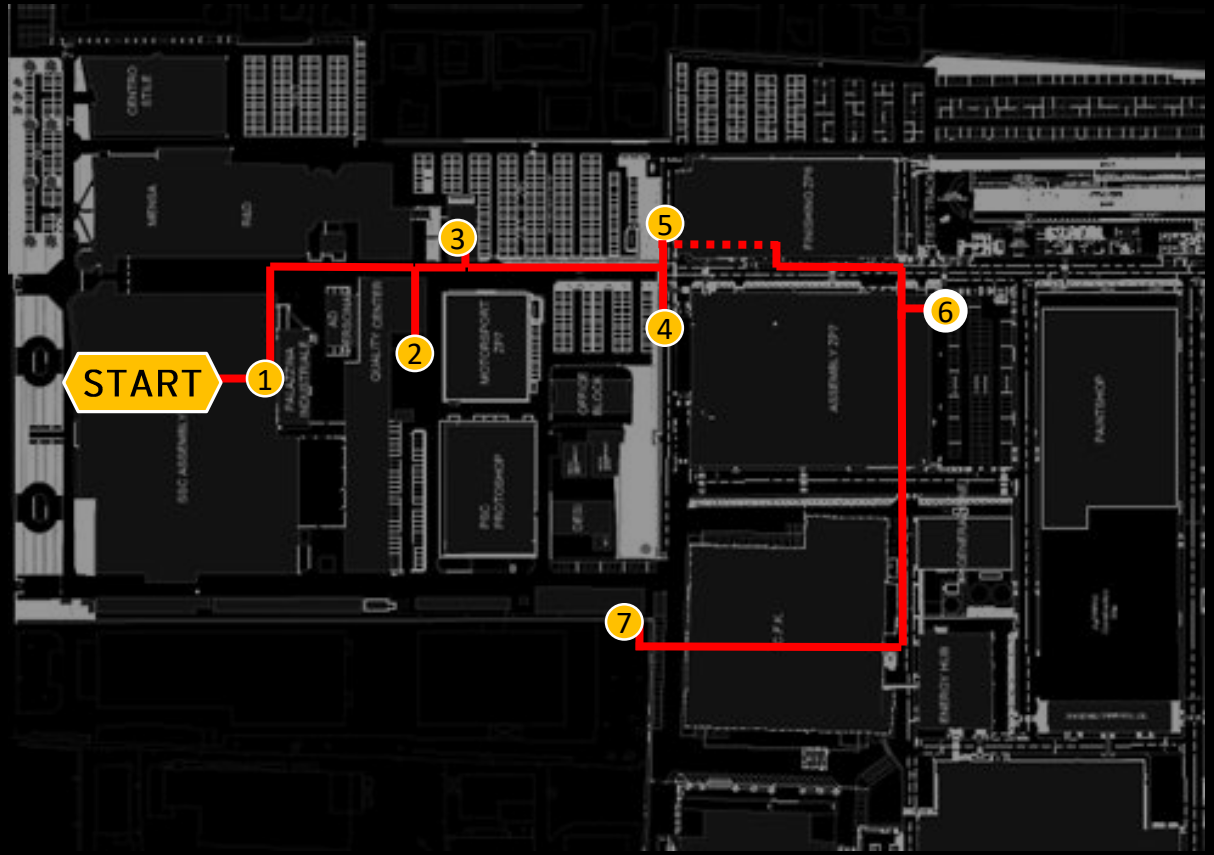
Ranieri Niccoli | Chief Manufacturing Officer and Member of the Board of Management

Urus: Fuel consumption combined: 12.7 l/100 km; CO2-emissions combined: 325 g/km (WLTP)

Site visit

Please follow your visit-group

1. SuperSport Cars Assembly
2. North Project extension
3. Emission Test Centre
4. Super SUV Assembly
5. Finishing
6. Paintshop
7. New Press shop





Lamborghini Analyst Day

Federico Foschini | Chief Marketing & Sales Officer and Member of the Board of Management

Urus: Fuel consumption combined: 12.7 l/100 km; CO2-emissions combined: 325 g/km (WLTP)

New brand positioning | A strong forward-looking attitude

The brand ID-card

VISION

BEING THE LEADER OF
THE 'UNEXPECTED'

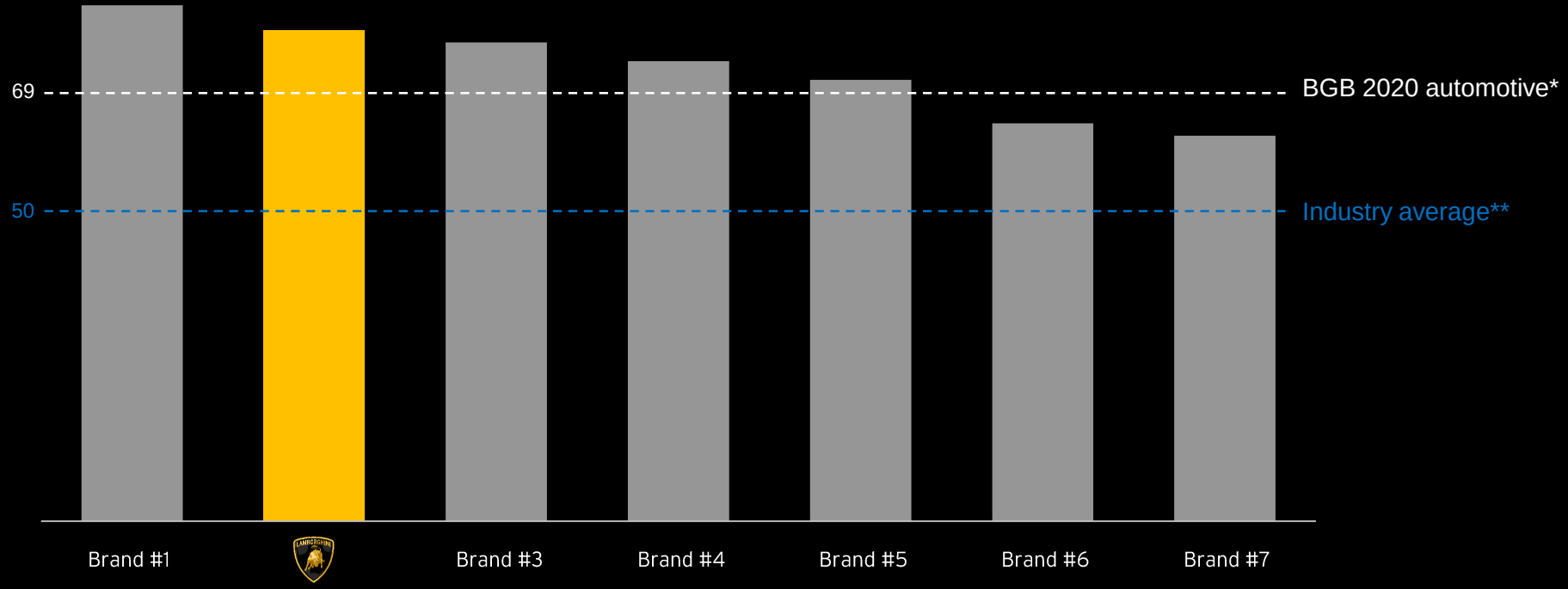
MISSION

TURNING OUR VISIONARY IDEAS
INTO STUNNING CREATIONS



Lamborghini today | Brand Strength

Lamborghini is well positioned in terms of Brand Strength among the automotive sector



* Best Global Brands 2020 automotive sector average

** Measured against entire industry, beyond Best Global Brands brand pool

Source: Interbrand 2020

Lamborghini shows strong affinity with new generations

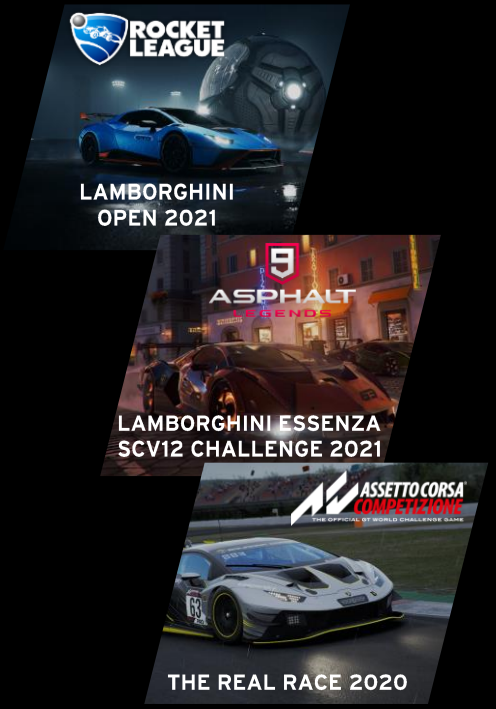
Leading position in communication touchpoints

SOCIAL MEDIA

CHANNELS	LUXURY AUTOMOTIVE INDUSTRY RANKING	FOLLOWER
	1st	30.8 M
	1st	2 M
	1st	1.8 M
	1st	1.4 M
	4th	680 K
	2nd	13 M

^ 1st Jan. 2021 - 18th Oct. 2021

eSPORTS



Lamborghini customer

Design and performance as main reasons to buy



AVENTADOR

BOUGHT FOR:

- Design
- Engine
- Performance

AGE

ø48 years



HURACÁN

BOUGHT FOR:

- Design
- Performance
- Sound

AGE

ø45 years



URUS

BOUGHT FOR:

- Performance
- Design
- Brand image

AGE

ø46 years

Youngest customer base among the luxury automotive segment

Source: Lamborghini Product Survey | CRM 09.2021

Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

Luxury super sportscar customers' trends

Be part of an exclusive Club



CUSTOMIZATION



"FEEL LIKE A PILOT"



EVENTS







Aventador S Roadster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Sian: Fuel consumption combined : 19,2 CO_2-emissions combined: 447 g/km (WLTP)

A holistic approach to the customer

Not just a car but a complete entertainment platform

PRODUCT







DEALER NETWORK





CUSTOMER EXPERIENCE





Aventador Ultimae: under homologation; Aventador SVJ Coupe/Roaster: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP)

Product line up

A complete product offer composed by 3 product lines (2 super sportscars & 1 super SUV)

AVENTADOR



HURACÁN



URUS



Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

Aventador

The power of V12: a unique product proposition in the market

AVENTADOR S





AVENTADOR SVJ





AVENTADOR ULTIMAE





Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Aventador SVJ Coupe/Roaster: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Aventador Ultimae: under homologation

Huracán

A complete family that addresses a wide range of customers' needs



Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP); Huracán EVO RWD: Fuel consumption combined: 13.8 l/100km ; CO_2-emissions combined: 330 g/km (WLTP); Huracán EVO RWD Spyder: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 335 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP)

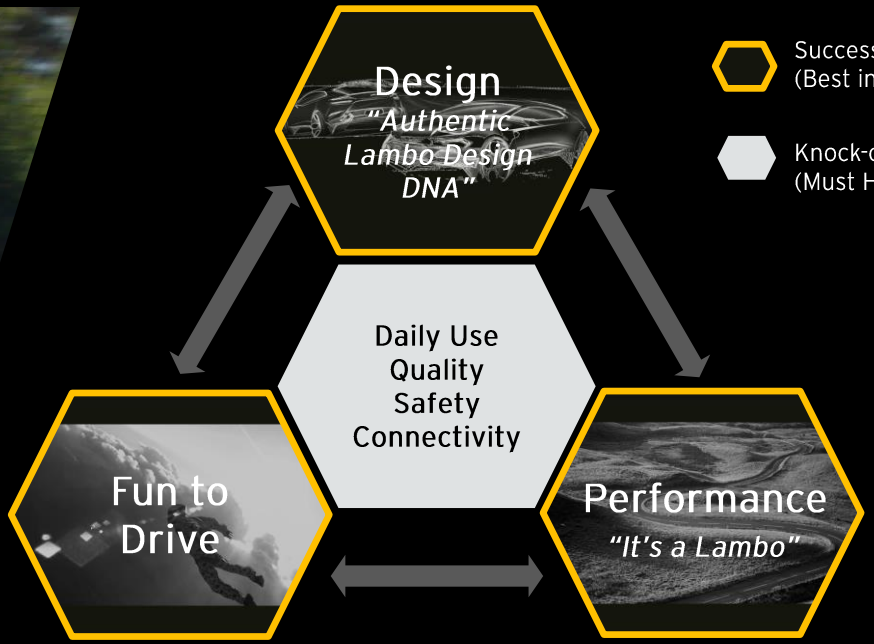
Urus

The pioneer of a new Luxury Segment: the first Super SUV



>80%
OF CUSTOMERS ARE NEW TO LAMBORGHINI BRAND*

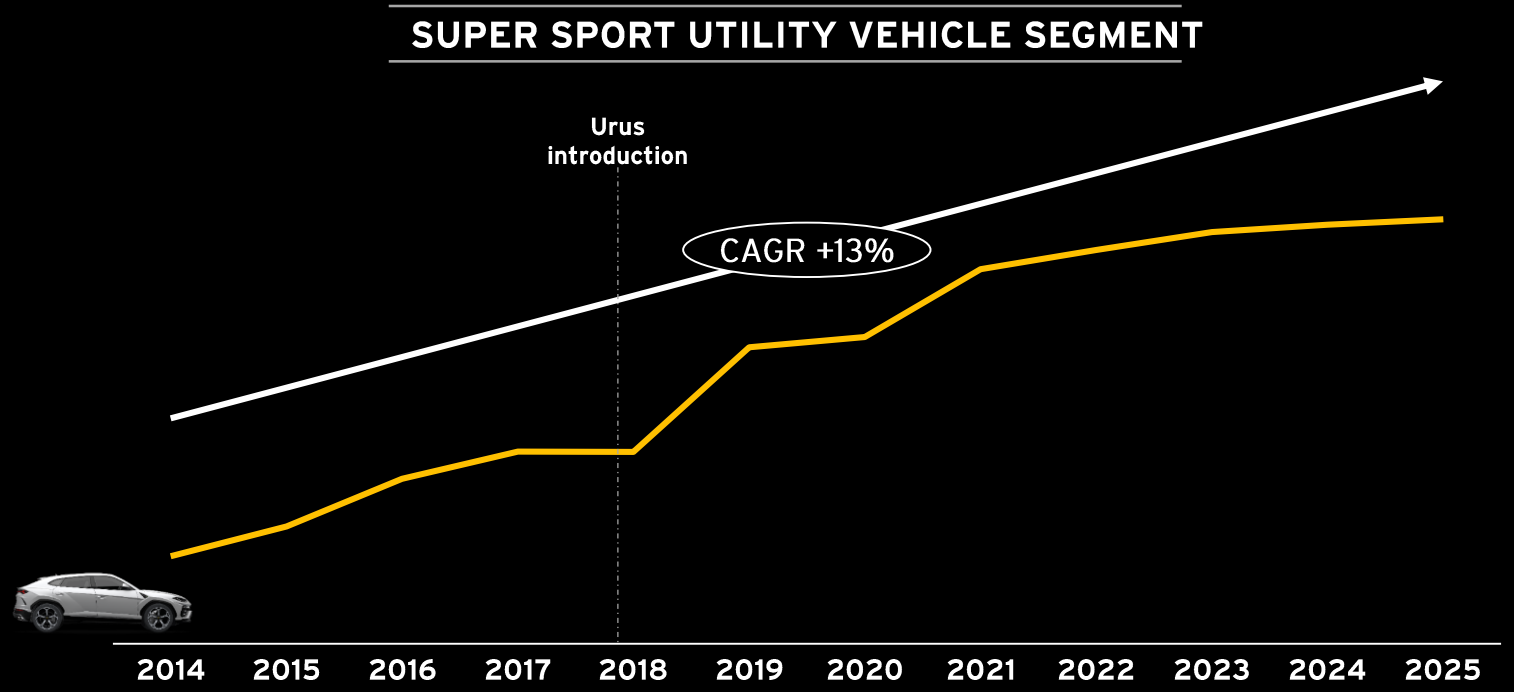
*Source: CRM 09.2021



Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

SSUV Segment

A fast growing segment supply-induced



Source: 2014-2021 IHS Registrations; 2022-2025 LMC Automotive Forecast 2021
Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP)

Waiting Time

Average waiting time of 1 year

AVENTADOR



SOLD OUT

HURACÁN



1 year

URUS



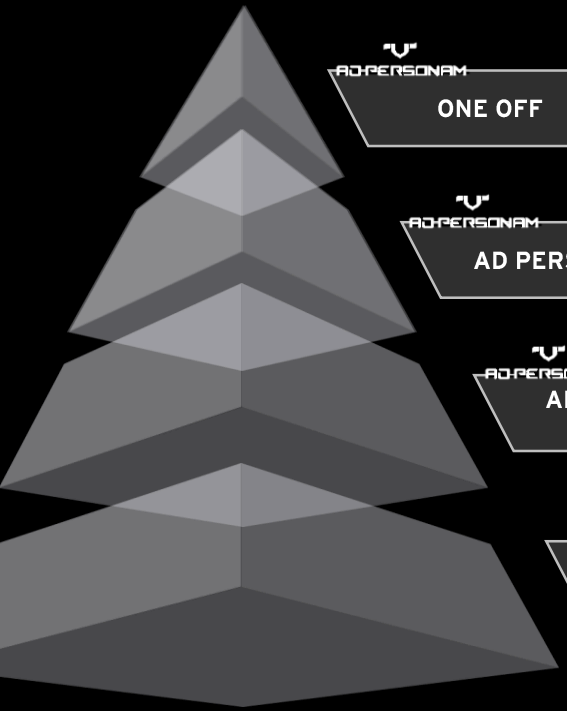
1 year

Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP);

Customization Program

Ad Personam: a complete customization program

INCREMENTAL PERSONALIZATION LEVELS



ONE OFF — Pinnacle of personalization

AD PERSONAM — Single part vehicle customization

AD PERSONAM ESSENTIAL — Wider range of contents & colors

OPTIONAL — Functional and design optional offer

MULTIPLE TOUCHPOINTS



AD PERSONAM STUDIO
Sant'Agata Bolognese

LOUNGES
Tokyo & New York



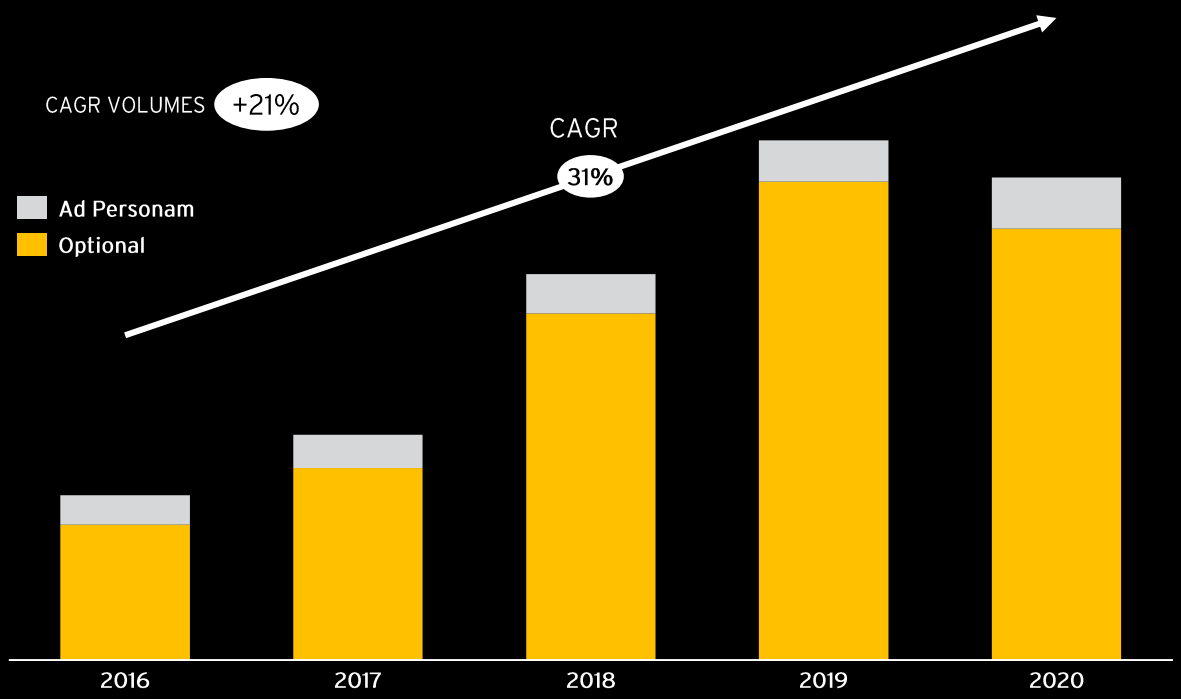


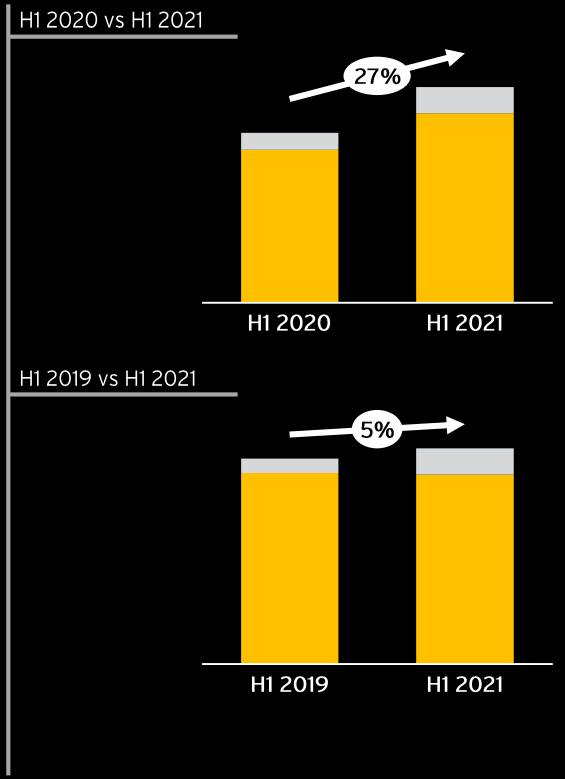
DEALERS
Worldwide

Aventador S Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP)

Customization Business

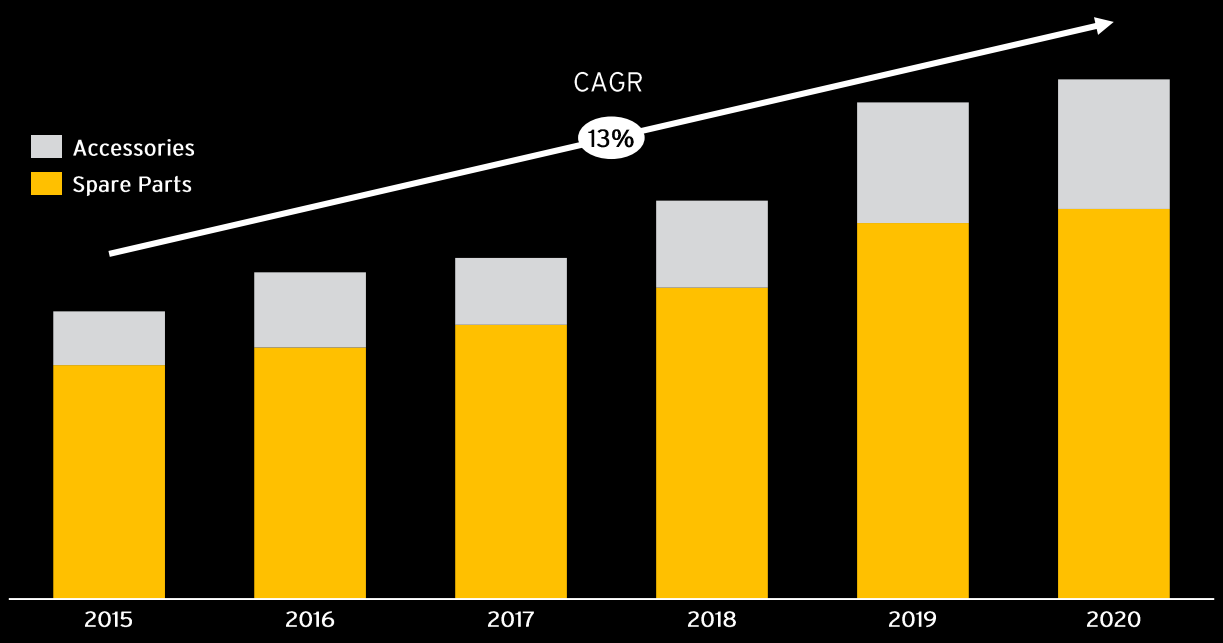
A consistent growth based on a wider offer to match customers' expectations

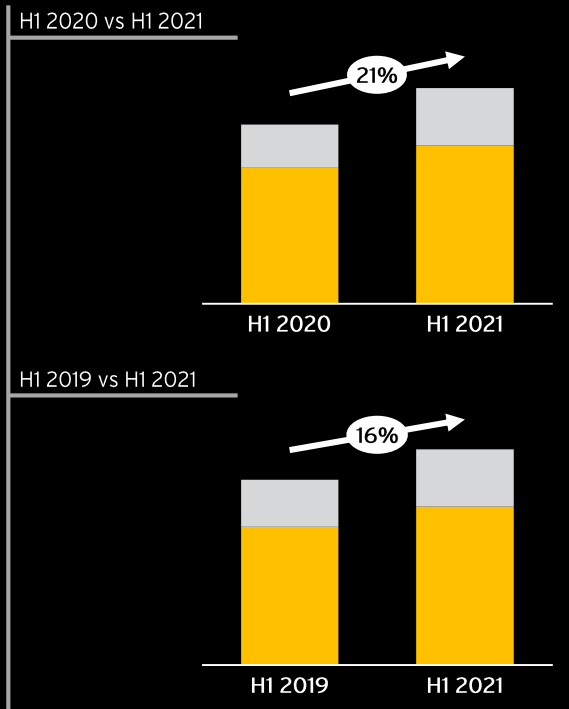




Spare Parts & Accessories Business

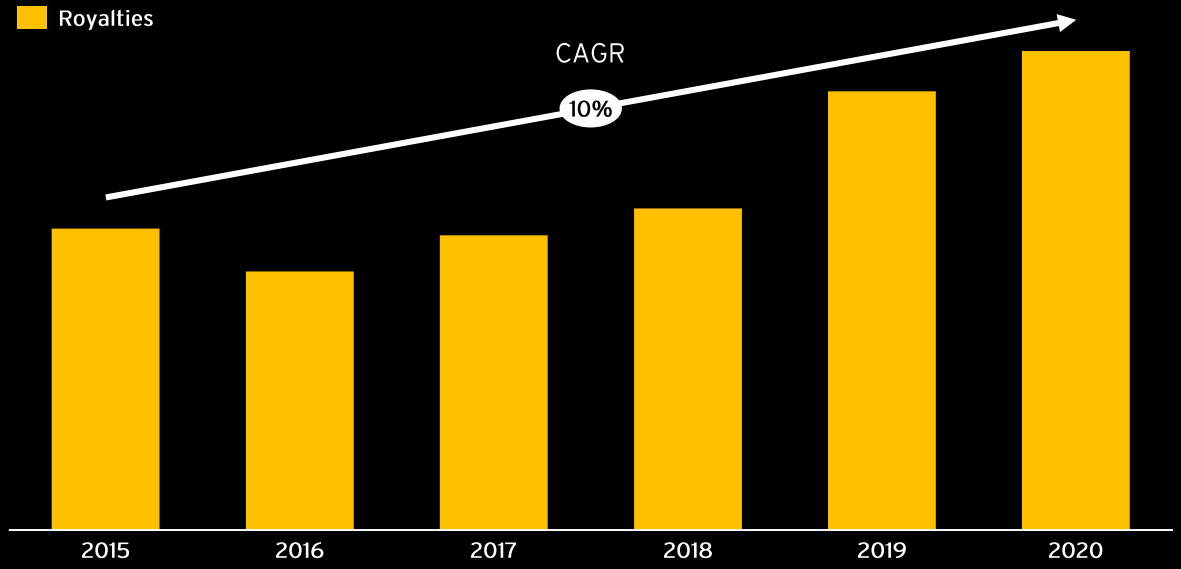
Solid parts' growth with expansion of accessory range offer

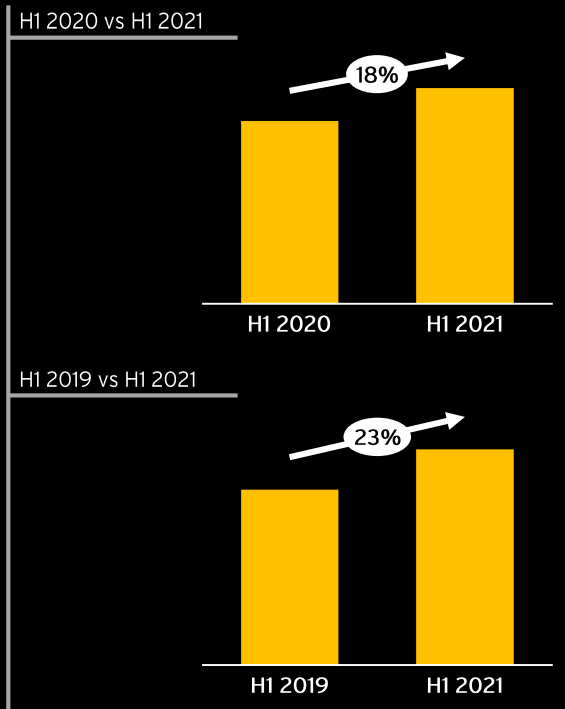




Brand Extension

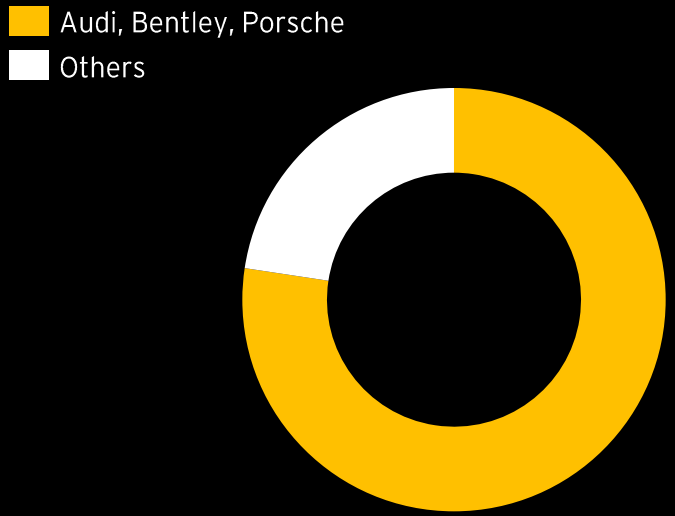
Brand strength sustains continuous growth



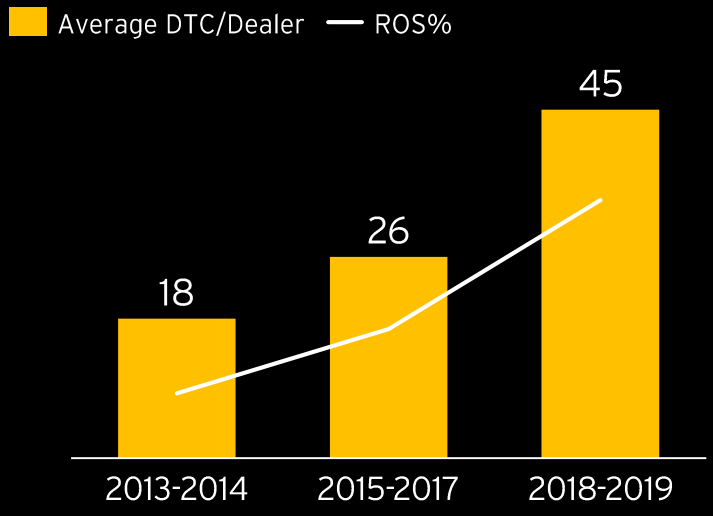


Dealer network business model

A solid and profitable dealer network



More than 75% of Lamborghini dealers trade also Audi, Bentley and Porsche



Profitability growth thanks to a sustainable business model

New Dealer Operating Standards

Ensure the best Lamborghini Brand experience to our customer



In place from 2016

A Luxury CICD focused on brand, digitalization, and personalization

+250 sales & after sales employees from 2015 to 2021 for a total of 750 (+50%)

A strong processes model based on a customer centric and data driven approach

Aventador S Coupe: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP);

Training Academy Qualification strategy

Dealer staff: an extensive program to guarantee the right level of competence



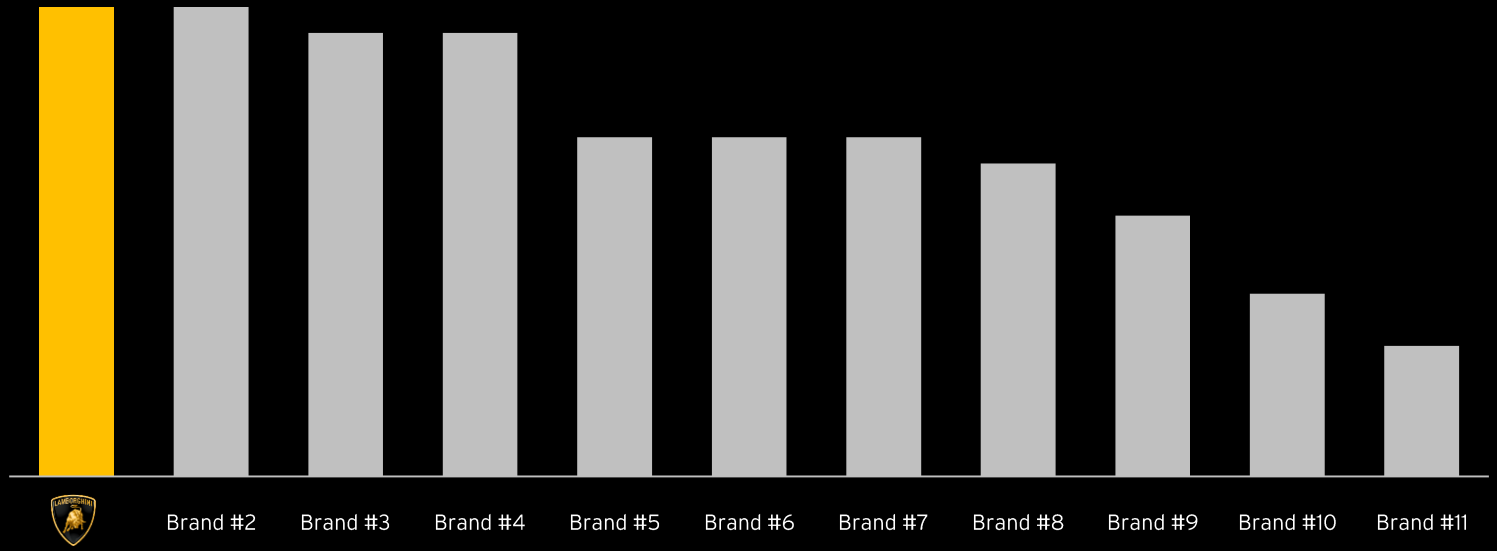
Certification program on 3 levels
to endorse individual knowledge and expertise

1.900 dealer staff
involved in a tailor-made learning journey

Training offer evolution:
avg. 3.500 training-man-days delivered yearly
+55% from 2015 to 2020

Overall customer satisfaction with Dealer network

Lamborghini rank 1st among Luxury and Top-End Premium brands



Source: LVS 2020

Customer Experience

A physical approach...

FACTORY





DEALER





ON THE ROAD











ON TRACK

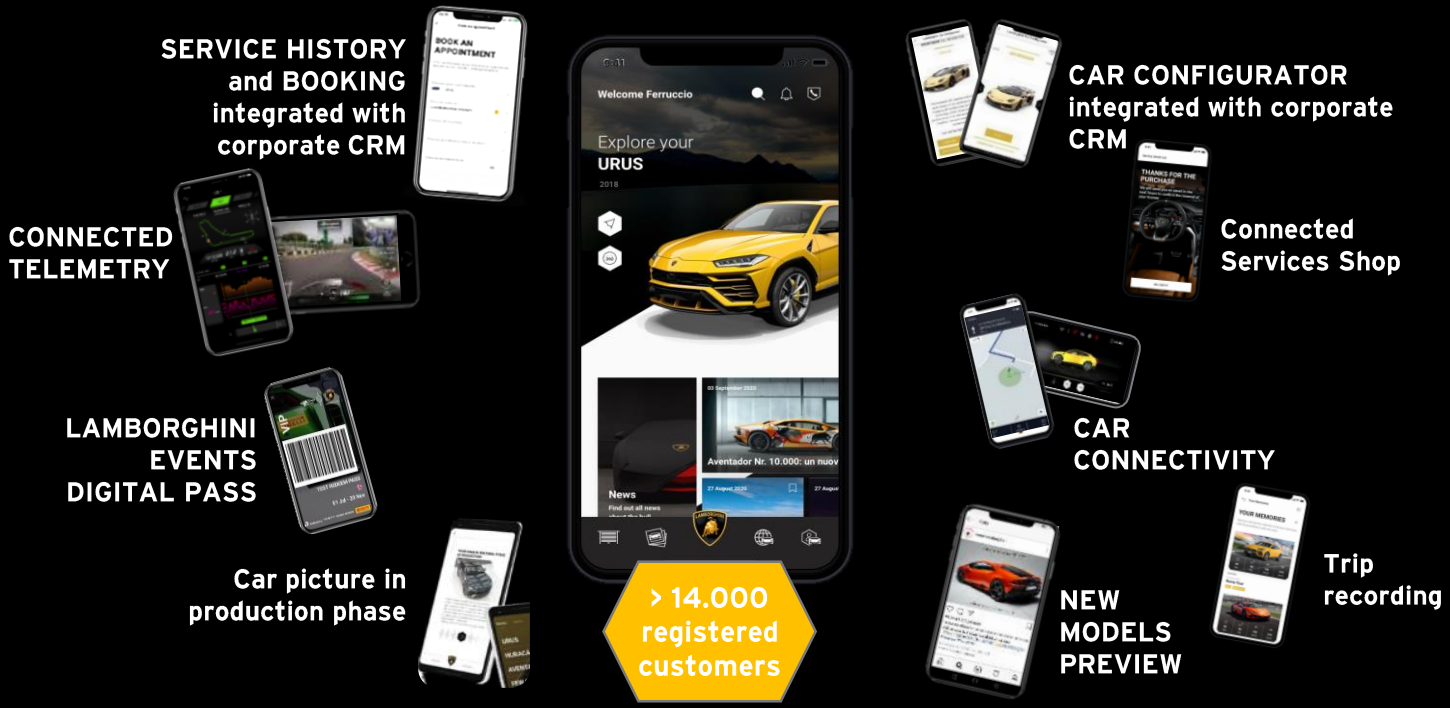




Aventador SVJ: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO_2-emissions combined: 338 g/km (WLTP)

...and a Digital Experience

Unica App: the Lamborghini World in one place at a fingertip



Aventador SVJ Roadster: Fuel consumption combined: 18.0 l/100 km; CO2-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Aventador S: Fuel consumption combined: 19.2 l/100 km; CO_2-emissions combined: 460 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP);



Lamborghini Analyst Day

Maurizio Reggiani | Chief Technical Officer and Member of the Board of Management

Urus: Fuel consumption combined: 12.7 l/100 km; CO2-emissions combined: 325 g/km (WLTP)

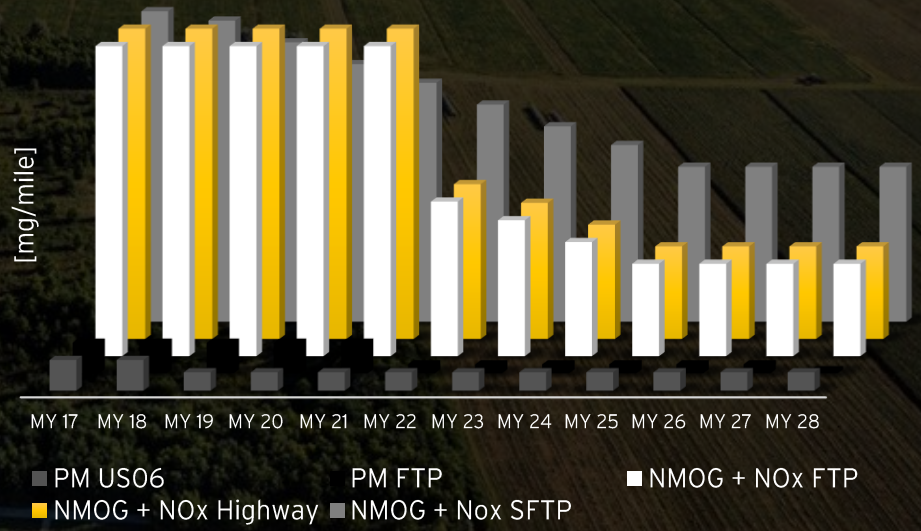
Our Challenges

Two main challenges to reach Regulations Limits

1 Different regulations focused on vehicle requirements

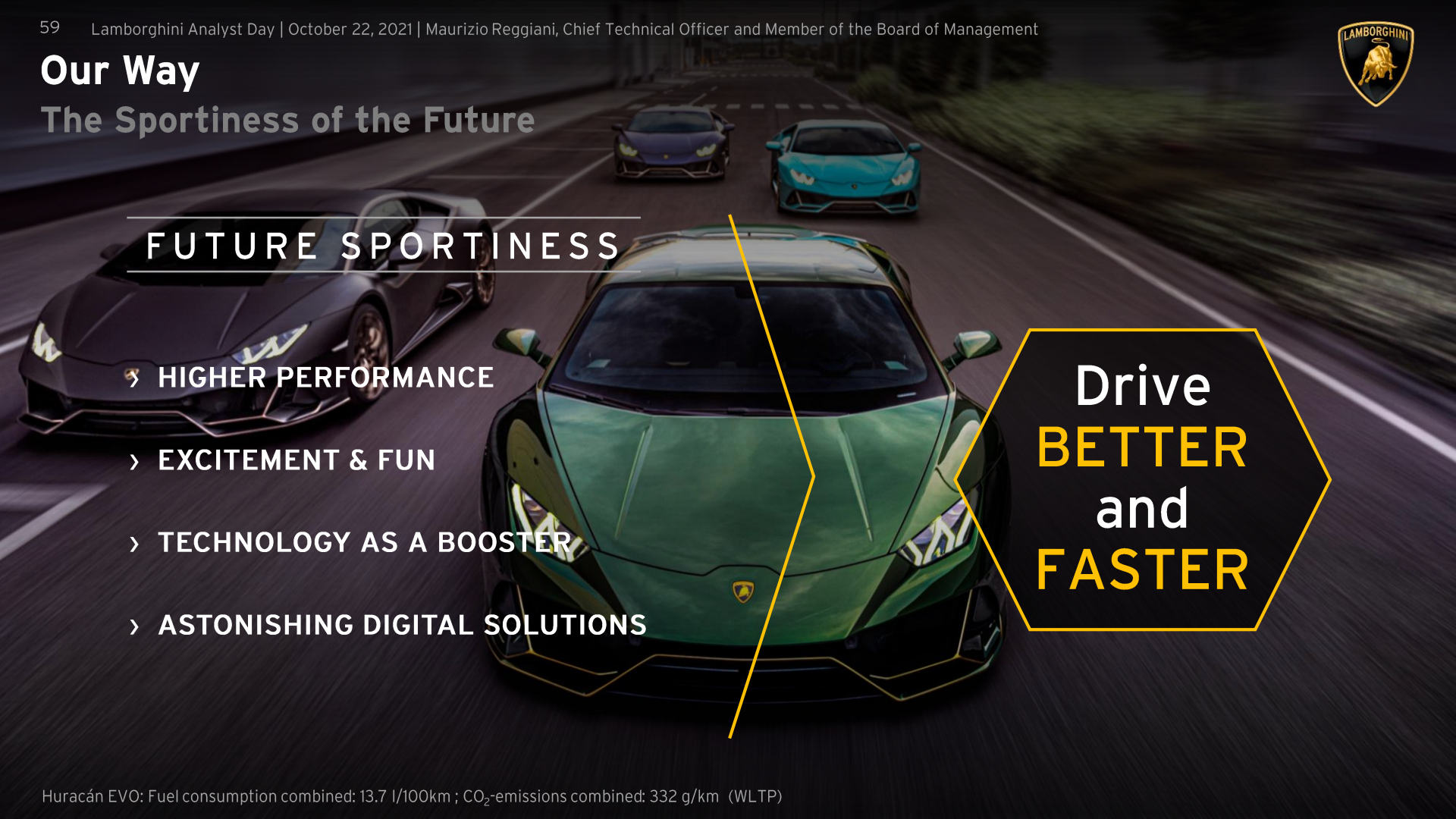
2 Worldwide CO2 and Emissions limits more & more strict

US Federal Tier 3 relevant emissions limit



Our Way

The Sportiness of the Future



FUTURE SPORTINESS

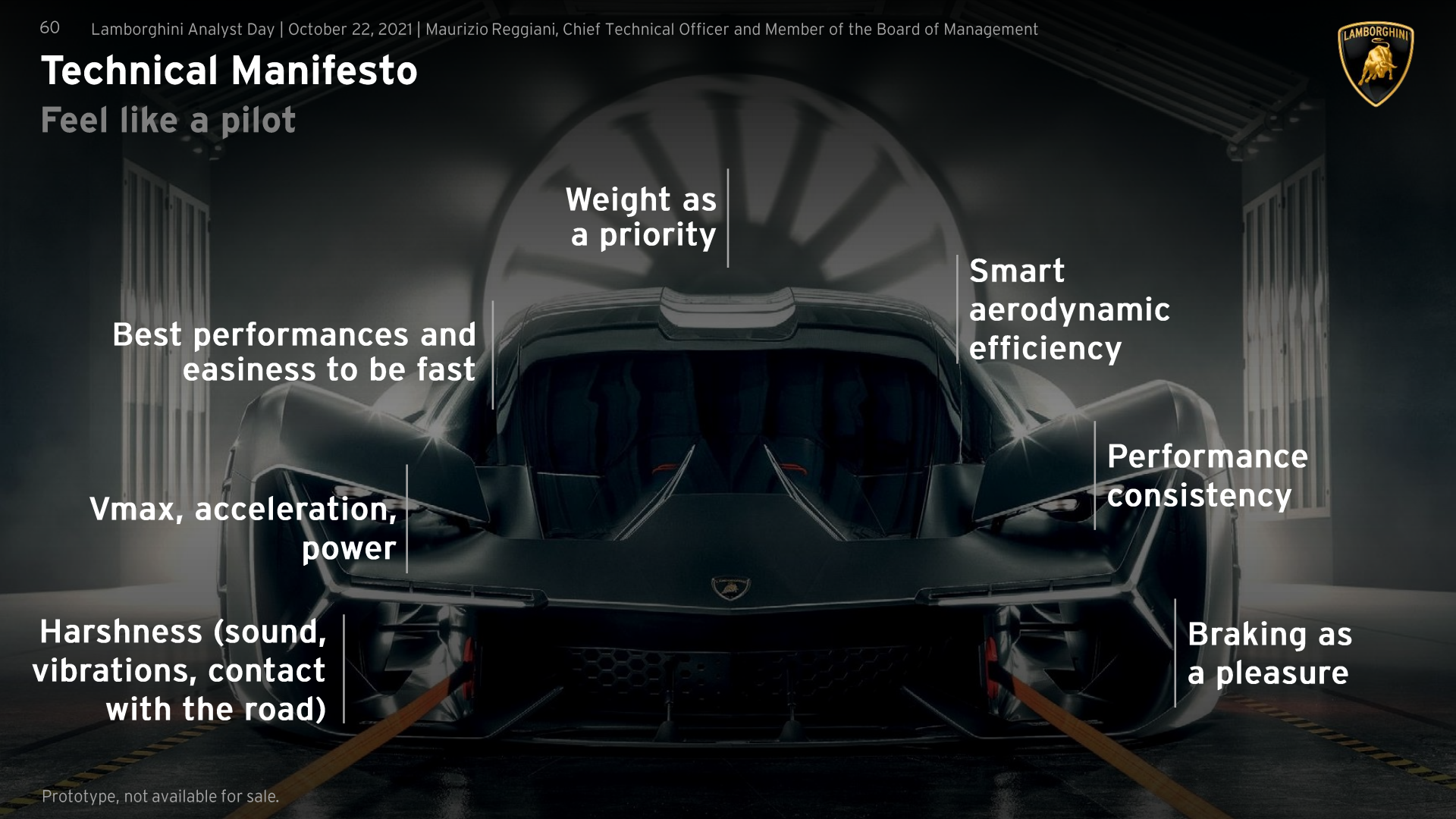
- HIGHER PERFORMANCE
- EXCITEMENT & FUN
- TECHNOLOGY AS A BOOSTER
- ASTONISHING DIGITAL SOLUTIONS

Drive **BETTER** and **FASTER**

Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO_2-emissions combined: 332 g/km (WLTP)

Technical Manifesto

Feel like a pilot



Prototype, not available for sale.

Direzione Cor Tauri

Taking the best of two worlds

INTERNAL COMBUSTION ENGINE

- MORE POWER & TORQUE
- ENHANCEMENT OF VEHICLE DYNAMICS
- LIGHTWEIGHT MATERIALS

ELECTRIFICATION

- LESS CO2 & EMISSION
- EVOLVED CONNECTIVITY

Powertrain Distinctiveness

In the heart of the "Motor Valley"

POWERTRAIN AND ELECTRIFICATION COMPETENCE

- Tradition, Know How and Expertise on Internal Combustion Engines
- Unconventional approach to electrification

HV ANCILLARIES PORTFOLIO FROM AUDI GROUP

- Platform Synergies with the Group
- Full access to Audi Group components and solutions

NEW CONCEPTS
FREEDOM TO BE UNIQUE
RESOURCES WHERE REALLY MATTERS

Aventador SVJ Coupe: Fuel consumption combined: 18.0 l/100 km; CO_2-emissions combined: 448 g/km (WLTP)

Energy Storage Distinctiveness

Super capacitors

1st patent of an innovative Metal-Organic framework presented in 2019

Technology enabler for comfort improvement and driving fun



Enabler of a low voltage, high power hybrid system (25kW)

1st vehicle with a 48V traction e-motor, powered by a Super capacitor

3 TIMES HIGHER POWER DENSITY COMPARED WITH CONVENTIONAL LI-ION BATTERY

Sian: Fuel consumption combined : 19,2 CO_2-emissions combined: 447 g/km (WLTP)

Drive Better and Faster

To instill Lamborghini's DNA

FUN TO DRIVE



DESIGN LANGUAGE



LAMBORGHINI UNIQUE PERFORMANCE AND EMOTIONS

Aventador SVJ Coupe: Fuel consumption combined: 18.0 l/100 km; CO_2-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO_2-emissions combined: 325 g/km (WLTP); Aventador LP 700-4 Ultimae: fuel consumption and emission data are in the type approval stage

Lightweight Material Distinctiveness

Composite materials: a story of success



Over 30 years of research and experience with composite materials

CFRP (Carbon Fiber Reinforced Plastic) production: 360° in House

Models depicted are not available for sale.

Digital Distinctiveness

Evolving Connectivity and HMI



CONNECTIVITY GEARED TOWARDS SPORTINESS:

- LEADERBOARD
- EMOTION RECOGNITION
- COMMUNITY
- AI COACH
- REAL TIME TELEMETRY
- REMOTE GARAGE
- BIOMETRICAL DATA

PLATFORMS SHARED WITHIN DIGITAL ECOSYSTEM OF THE GROUP

Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO_2-emissions combined: 331 g/km (WLTP)