



Media Information

Lamborghini Prague officially re-opens the showroom New dealership environment for Czech Republic

Sant'Agata Bolognese/Prague, 25 November 2022 - Automobili Lamborghini has officially re-opened its showroom in Prague following an extensive refurbishment. Owned and operated by Exclusive Cars Vertriebs GmbH, the central location in the Praha-Smíchov district features an all-new design in line with Lamborghini's signature corporate identity, underscoring the brand's commitment to the Czech Republic.

The celebratory evening opening event, attended by Francesco Cresci, Director of EMEA region and Felix Rongen, Head of Central, Eastern Europe and CIS region, was also the occasion of the national premiere of the Lamborghini Urus Performante¹. Together they presented the raising the bar Super SUV in signature Giallo Inti colour to VIP owners and guests.

"This Lamborghini showroom with its distinctive new corporate identity will help further enhance the customer experience, as we continue to welcome a growing number of Czech clients excited by the current and future Lamborghini product line-up," said Francesco Cresci. *"At the same time, the new dealership will host the Lamborghini journey towards electrification, which begins in 2023 with the presentation of the new Aventador, the first model with PHEV technology, follows with the hybridization of the rest of the range to be completed within 2024 and culminates in 2028 with introduction of the first fully electric model."*

"The result of significant investment, we are delighted to have officially opened our new Lamborghini Prague showroom," said Vlastimil Fric, Lamborghini Prague General Manager. *"Already an established destination for super sports car enthusiasts, we look forward to welcoming our clientele into our inviting new brand environment to explore the world of Lamborghini."*

The 265 square meter showroom is located at Vrchlickeho 31/18, Praha (CZ). The new product range on display can be personalized by the Ad Personam: a dedicated area where clients can create a customised configuration for their new Lamborghini. The personalisation program offered in the dealership allows owners to choose from virtually unlimited paint options as well as interior possibilities including leather, special stitching, carbon fibre elements and many other exclusive options for their new car. To go further in the customization program instead, customers can visit the Sant'Agata Bolognese Ad Personam Studio and experience with a Lamborghini expert the personalization path of their Lamborghini.

The official opening event saw guests enjoying the elegant new atmosphere of Lamborghini Prague, charged by Prague Lounge Trio and DJ QUEEN B music performances. A gourmet dining

¹ Fuel consumption and emission values of Urus Performante; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)



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experience was created on site by the exclusive Stones Catering, with a menu created by chef Michal Goth.

Automobili Lamborghini is currently represented in the Czech Republic exclusively in Prague, with 74 dealerships in the EMEA region and 174 worldwide.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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