



Automobili Lamborghini 2022: a record year

The Sant'Agata Bolognese-based company continues on its growth path, achieving yet another sales record delivering more than 9,000 cars

Sant'Agata Bolognese, January 10, 2023 - For Automobili Lamborghini, the year just ended was full of milestones and accolades that mark the company's steady growth: the result of a roadmap and strategy that, as demonstrated within the latest figures, are proving to be successful.

Lamborghini continues to confirm positive trends following the inevitable impact of the pandemic that affected nearly every industry. For the past two years the company has continued its impressive growth not only in terms of sales, but also by the awards and certifications received, which demonstrate Lamborghini's commitment to the various contexts in which it operates, from sustainability to human resources.

In terms of numbers, Automobili Lamborghini continues to break records and also for 2022 saw the best sales figures ever. In fact, the company delivered 9,233 cars worldwide, an increase of 10% over the previous year.

Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini, remarked: *"Our trend of growth and development continues, and this shows that our direction is sound and our choices are on the mark. This is the product of well-defined collective assessments that can produce consistent and concrete results. We have been able to carefully and meticulously manage an extraordinary order intake, pursuing a clear strategy with the primary objective of maintaining controlled growth to protect the exclusivity of our brand. 2023 is going to be a year of challenges and changes that we are ready to confront by always pushing ourselves beyond. We now have the opportunity to focus on our next objectives also thanks to an 18-month waiting list, which enables us to look to the future and the upcoming goals with confidence."*

A further acceleration of this trajectory will take place in 2023, when the first hybrid cars will be produced and Lamborghini enters the second phase of our Direzione Cor Tauri program: a strategic roadmap unveiled in 2021 that involves the highest-ever investment in the company's history (1.8 billion euros over five years) delivering the hybrid transition and subsequently the transition to fully-electric vehicles.

In all macro-regions the sign was clearly positive, maintaining a homogeneous and consistent distribution, with Asia registering +14%, followed by America with +10% and finally EMEA with +7% compared to 2021. Sales, in almost all key markets, broke all records. This was also thanks to the high reputation the brand enjoys internationally, with the number of dealers increasing from 173 to 180 in just one year and with a presence in 53 different countries.

The United States remains in the top spot (2,721 cars delivered, up 10% over the previous year), followed by Chinese Mainland, Hong Kong & Macau (1,018 cars delivered, up 9% over the previous year), Germany (808 cars delivered, up 14% over the previous year), United Kingdom (650 cars



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delivered, up 15% over the previous year) and Japan (546 cars delivered, up 22% over the previous year).

In terms of models, the Urus¹ Super SUV's success is confirmed (5,367 units delivered, up 7% over 2021), followed by an impressive increase of the Huracán² (3,113 units delivered, up 20% over 2021) and the Aventador³ with 753 units delivered, reaching the end of its production in September 2022.

In terms of product, 2022 was a year full of news, starting with the launch of the Huracán Tecnica in April, which consolidates the level of expertise Lamborghini has achieved in the field of design and engineering. The V10-powered rear-wheel drive car condenses the fun and driving dynamics of a Huracán STO into a new, sleeker look suitable for everyday use with the addition of aerodynamic enhancements aimed at boosting performance, stability and ease of use on both road and track. November saw another V10 unveiling of the Huracán Sterrato, the first super sports car designed to offer the ultimate driving pleasure away from conventional roads on loose surfaces, in a totally unique combination.

Last year was also a very important one for the Urus Super SUV, with the entry of two brand new models. At The Quail, A Motorsports Gathering event held in California in August, Automobili Lamborghini unveiled the all-new Urus Performante, which highlights sportiness and performance by focusing on a design that showcases its incredible capabilities on the road, on the track, and on loose surfaces. The new Super SUV boasts a power of 666 hp and a weight reduction of 47 kg, earning it a best-in-class weight-to-power ratio of 3.2. The Urus Performante also broke the record for a production SUV on the Pikes Peak International Hill Climb track, setting the best time ever with 0 to 100 km/h acceleration in just 3.3 seconds and a 100 to 0 km/h braking distance of 32.9 m. In September 2022, Automobili Lamborghini introduced to the market the Urus S, the latest successor to the Urus. The Urus S offers more power combined with unprecedented versatility and design, consolidating the Super SUV concept in the luxury car segment. Its twin-turbo V8 engine delivers a power of 666 hp⁴, equaling that of the Performante but introducing specific sophisticated refinements in the design, with a significant increase in options in terms of colors and finishes for wheels, style packages, and interior and exterior details.

The past year was also a time of great success in terms of the awards received by the House of Sant'Agata. Some of the most significant recognitions concern employees and HR activity, such as the Italy Top Employer, received for the ninth year in a row and attesting to the best corporate

¹ Fuel consumption and emission values of all Urus models; Fuel consumption combined: 14,1-12,7 l/100km (WLTP); CO2-emissions combined: 325-320 g/km (WLTP)

² Fuel consumption and emission values of all Huracán models; Fuel consumption combined: 14,9-13,9 l/100km (WLTP); CO2-emissions combined: 338-328 g/km (WLTP)

³ Fuel consumption and emission values of all Aventador models; Fuel consumption combined: 18,0-18,0 l/100km (WLTP); CO2-emissions combined: 448-442 g/km (WLTP)

⁴ Urus S will be delivered to the Chinese market with power homologated at 640 hp.



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welfare practices that have been promoted for years by putting people at the center of the business. In the sphere of human resources, another recognition came from IDEM certification, as the first company certified in the automotive sector in Italy for its commitment to gender equality. In November 2022, the company also renewed its DESI project (Dual Education System Italy), now in its fifth year, designed to train young students with the goal of developing them into qualified technicians for the Motor Valley technology district and Lamborghini itself. Participating students have the opportunity to acquire highly qualified and innovative technical and professional skills, as well as earning a five-year vocational education diploma thanks to the combined approach of theoretical classroom lessons and in-company learning experiences.

Automobili Lamborghini also had the great satisfaction of having received, for the second year in a row, the “Green Star Award”, which recognizes the company’s commitment to sustainability. In light of the many initiatives, investments and efforts the company puts into practice daily to improve the quality of the planet, this award recognizes it as among the most sustainable companies in Italy.

Photos and videos: media.lamborghini.com

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