



Automobili Lamborghini S.p.A.



BORN AS A CHALLENGE

BRAND

HISTORY
RAISED UP AS A MYTH



RULE-BREAKERS DNA

Courage to push the boundaries of technology and disrupt the common notion of design.

HISTORY

A GLOBAL SUCCESS



REDEFINING CATEGORY AND NORMS

With thrilling performance, daring aesthetics, humanized technology.



ITALIAN SOUL WITH GLOBAL SUCCESSES

COMPANY

Lamborghini today

A solid company covering the full automotive value chain



DEVELOPMENT



MANUFACTURE

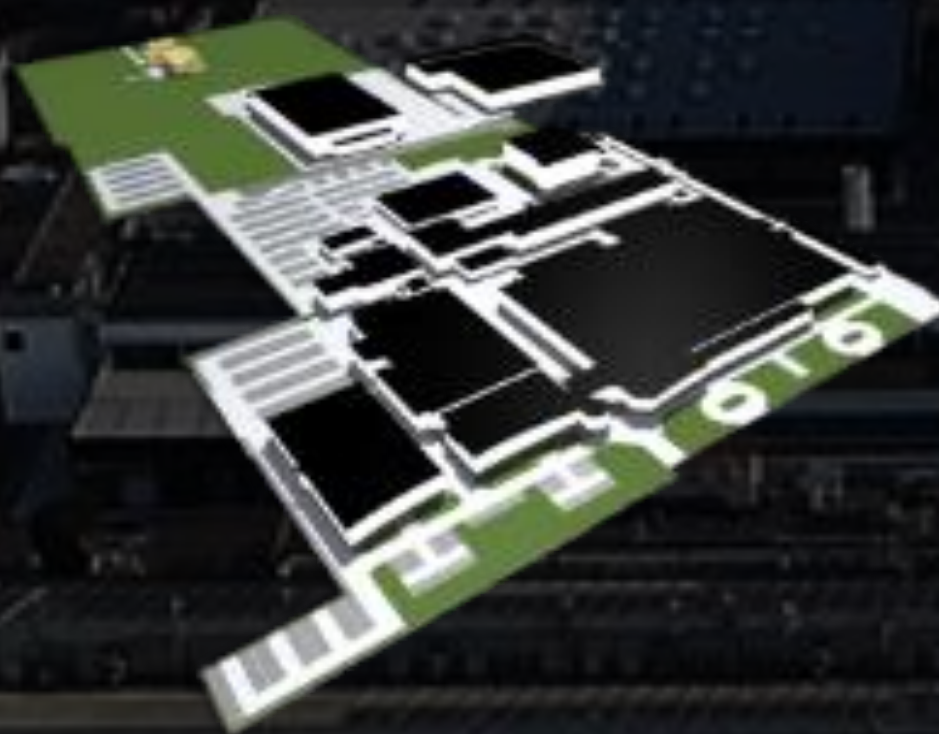
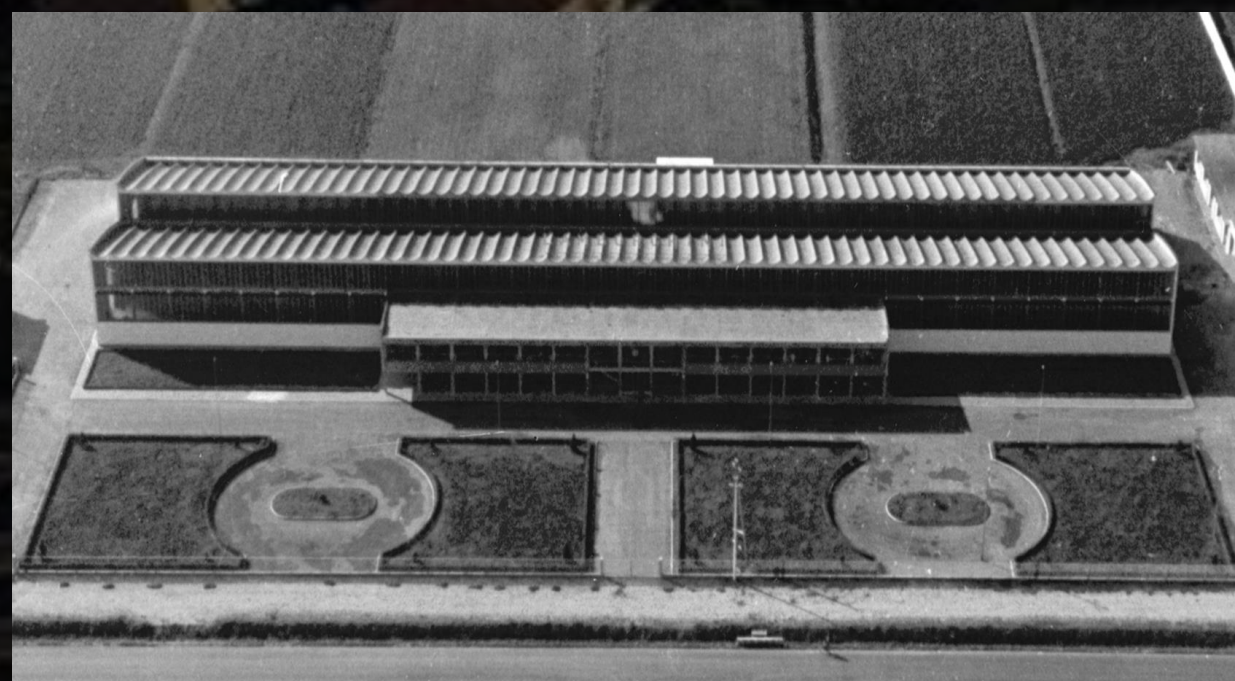


SALES



Industrial footprint

A significant site extension to support the growth



1963

10,000 M²

2015

80,000 M²

2022

172,000 M²

Regional footprint

An optimal coverage of the market demand



AMERICA

49 Dealers **5** Markets



EMEA

78 Dealers **32** Markets



APAC

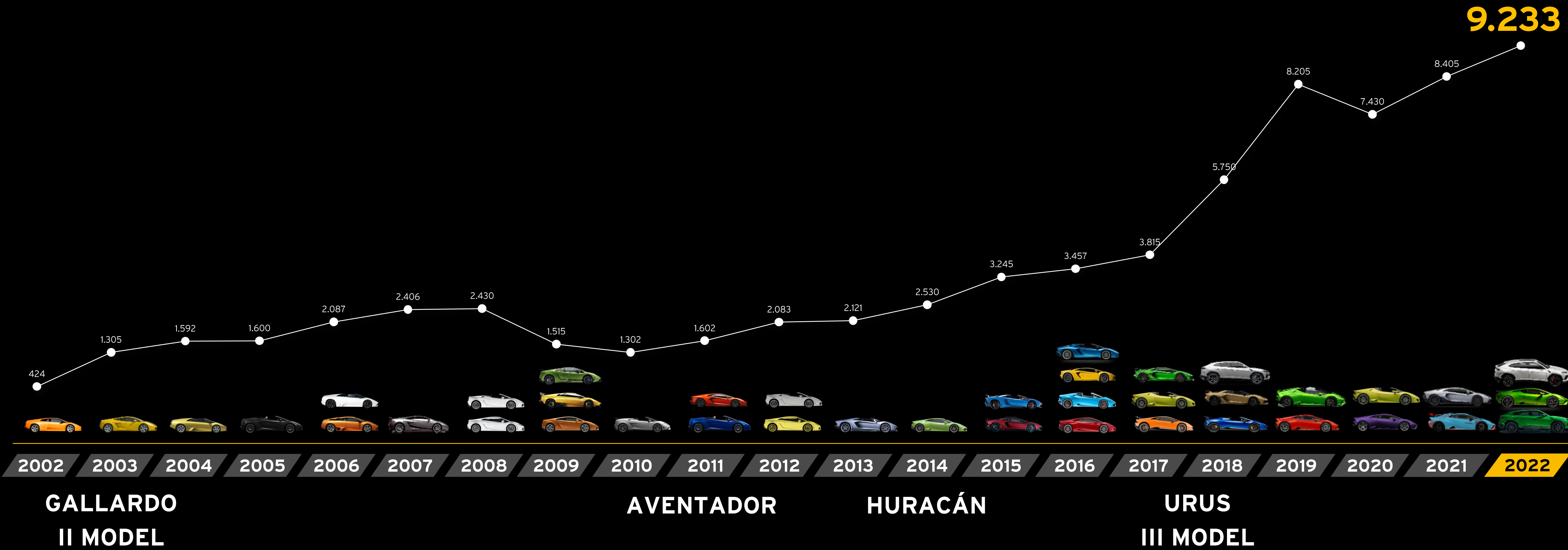
53 Dealers **16** Markets

Dealers 180

53 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; CO₂-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 ; CO₂-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO₂-emissions combined: 338 g/km (WLTP); Huracán EVO RWD: Fuel consumption combined: 13.8 l/100km ; CO₂-emissions combined: 330 g/km (WLTP); Huracán EVO RWD Spyder: Fuel consumption combined: 13.9 l/100km ; CO₂-emissions combined: 335 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO₂-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO₂-emissions combined: 325 g/km (WLTP); Other models depicted are not available for sale.

Lamborghini best Year End result ever



ORDER BANK
Covering well into
2024

Best
ever

REVENUE
€2,38b
+21.9% vs 2021

Best
ever

Full Year 2022 Results

Best
ever

**DELIVERIES
TO CUSTOMERS**
9,233 units

Best
ever

RoS 25.9%
+5.7 ppt. vs 2021

Best
ever

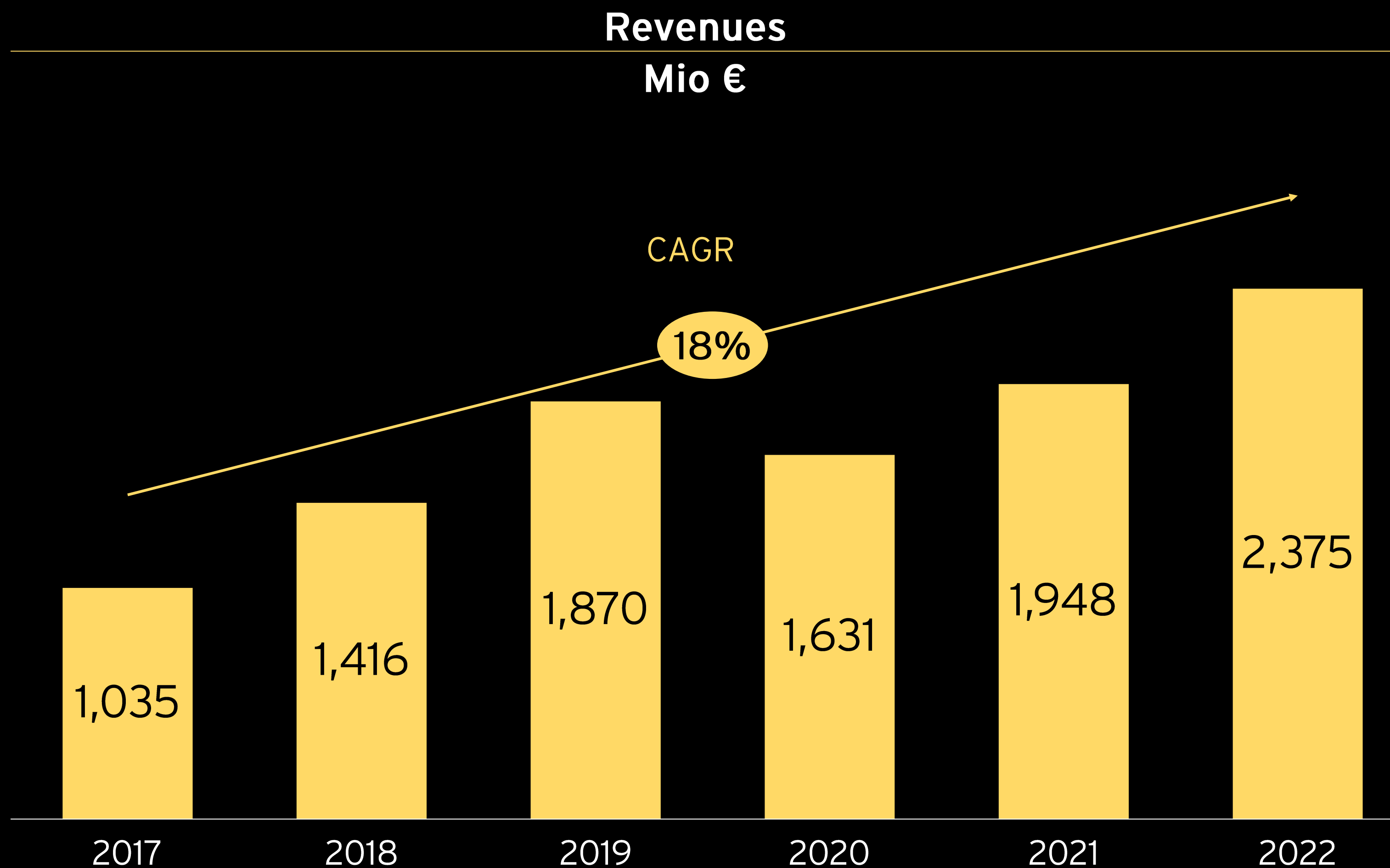
**OPERATING
PROFIT**
€614m
+56.4% vs 2021

Best
ever



Financial Results

Turnover progression in line with sales results

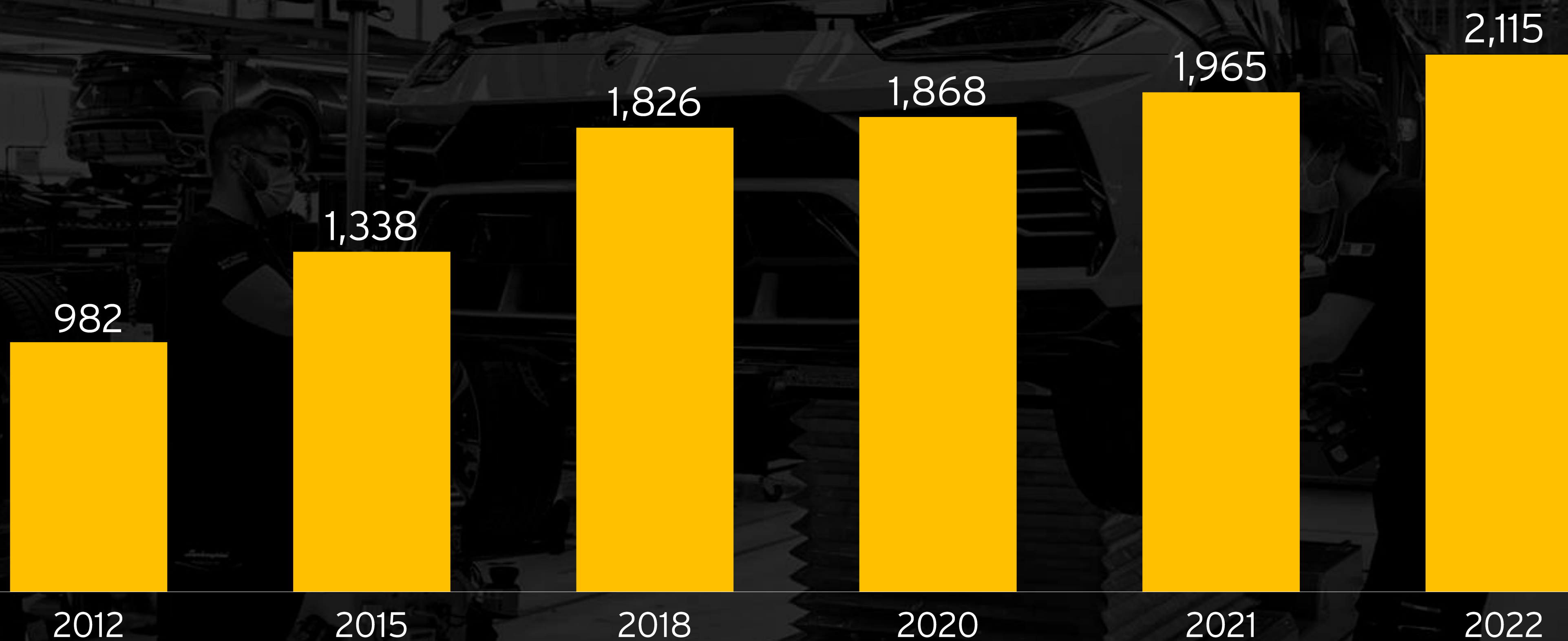


People & Organization

Workforce evolution



■ Total HC*



(*) including Regions and Direct HC



STUNNING CREATIONS
TO CHALLENGE STATUS QUO

PRODUCT

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

High performance platform with a focus on versatility



Lamborghini DNA: unique design



Vehicle dynamics (performance & fun to drive)



Lightweight approach

PIONEERING NEW NICHES



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

Maximizing the offer in line with Brand DNA

ROAD-LEGAL
MODELS

ONE
OFF



AUTENTICA AND INVENCIBLE

FEW OFF



COUNTACH

DERIVATES



HURACÁN EVO
SPYDER



HURACÁN STO



HURACÁN
TECNICA



HURACÁN
STERRATO



URUS
PERFORMANTE

3 MODEL LINES



REVUELTO



HURACÁN EVO



URUS S

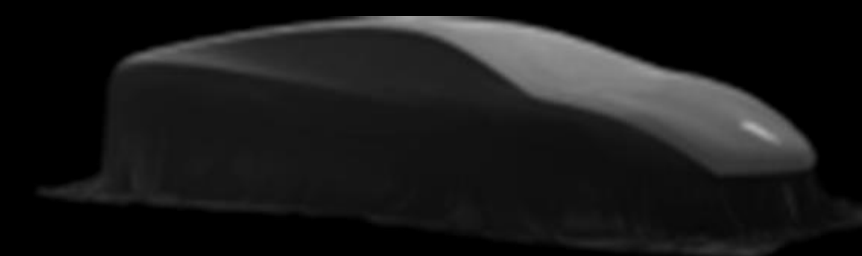
TRACK MODELS



HURACÁN
SUPER TROFEO
EVO2



HURACÁN
GT3 EVO 2



LMDh



ESSENZA
SCV12

FEW OFF

LIMITED RUN INITIATIVES TO BOOST BRAND AND PROFITABILITY



2007
REVENTÓN
35 UNITS



2010
SESTO ELEMENTO
20 UNITS



2013
VENENO
13 UNITS



2016
CENTENARIO
40 UNITS



2019
SIÁN
82 UNITS



2021
COUNTACH
112 UNITS



OUR PACT WITH FUTURE GENERATIONS

S U S T A I N A B I L I T Y



Direzione Cor Tauri

A strong commitment started long ago

2015

Site CO₂ neutrality

2023

Launch the first hybrid series car

2024

Electrify the entire product range

2025

-50% decrease in CO₂ emissions

End of the decade

2030

Target -80% decrease in CO₂ emissions

2022-2026
1.8 Bn€
investment

TECHNOLOGY TO BOOST PERFORMANCE
"DRIVE BETTER AND FASTER"



DECARBONIZATION COMMITMENT

Reach the carbon neutrality on the overall value chain





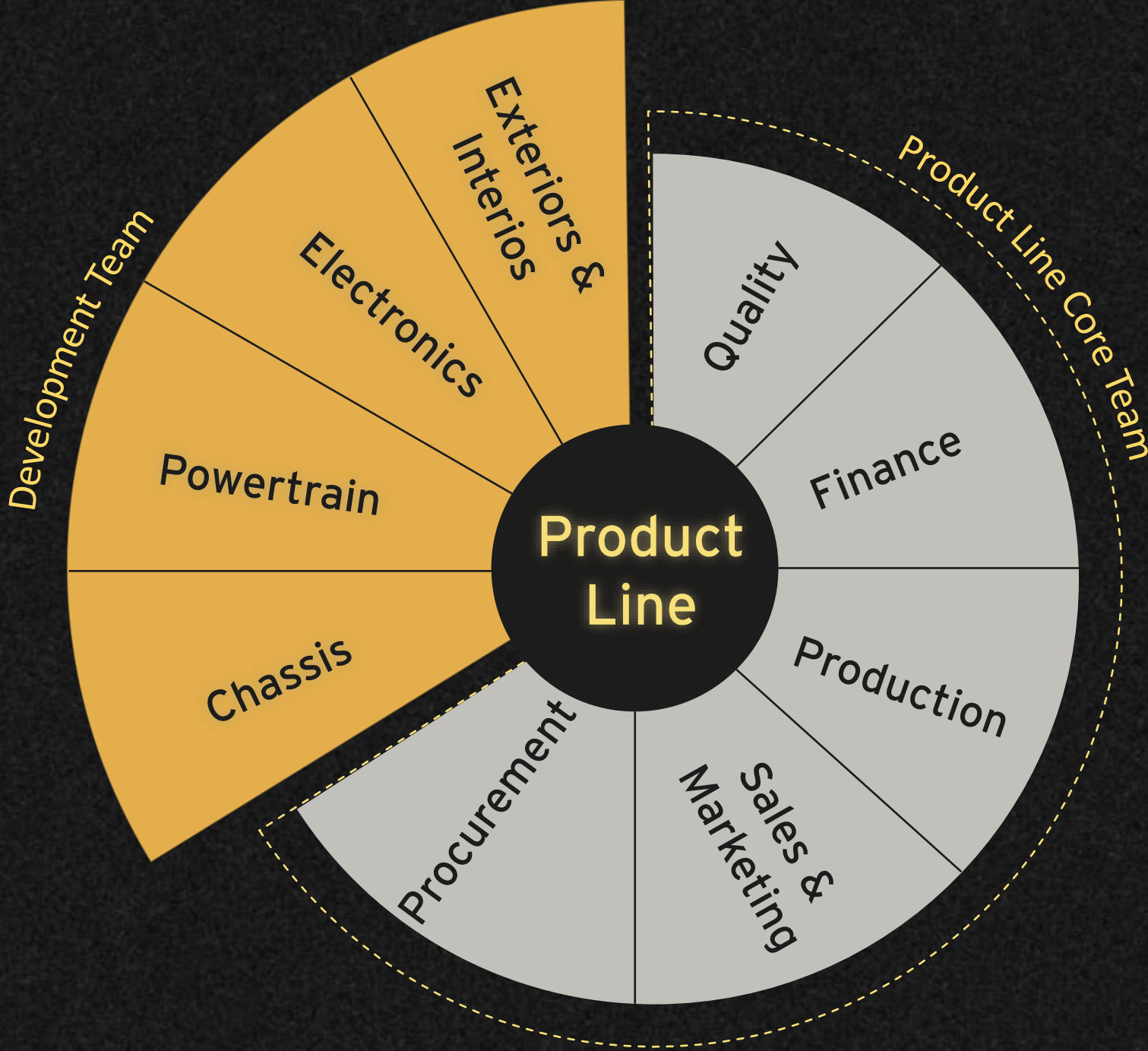
THE PLACE OF OPPORTUNITIES



TRENDS

HOW TO BUILD A DREAM

FROM THE CONCEPT IDEA TO THE ROAD



Product Strategy

- 1 | Brand Identity
- 2 | Design
- 3 | Technological Roadmap
- 4 | Innovation
- 5 | Product Positioning



Steps of Product Development Plan



Pre-concept

Concept

Design and
Development

Tooling and
Validation

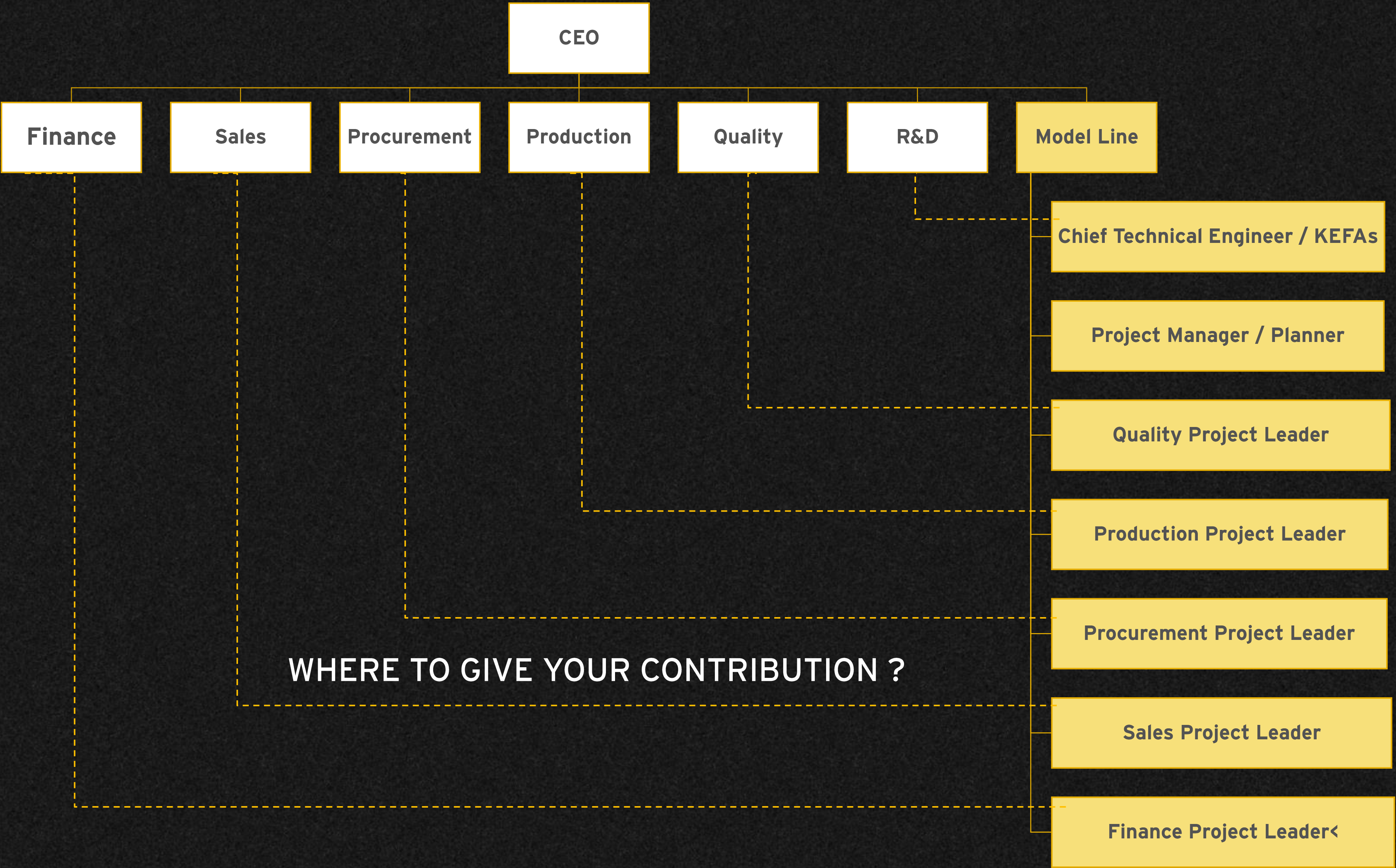
Maturation
and Ramp-up

Market Entry



WHICH SKILLS AND EXPERIENCES DO YOU NEED
TO WORK IN EACH ONE OF THIS PHASES ?

Driving the development processes



Required attitudes to join Lamborghini

CONSTRUCTIVE NONCONFORMITY

/kən'stræktiv ,nænkən'fôrmədē/

Behavior that deviates from organizational norms, others' actions, or common expectations, to the benefit of the organization.

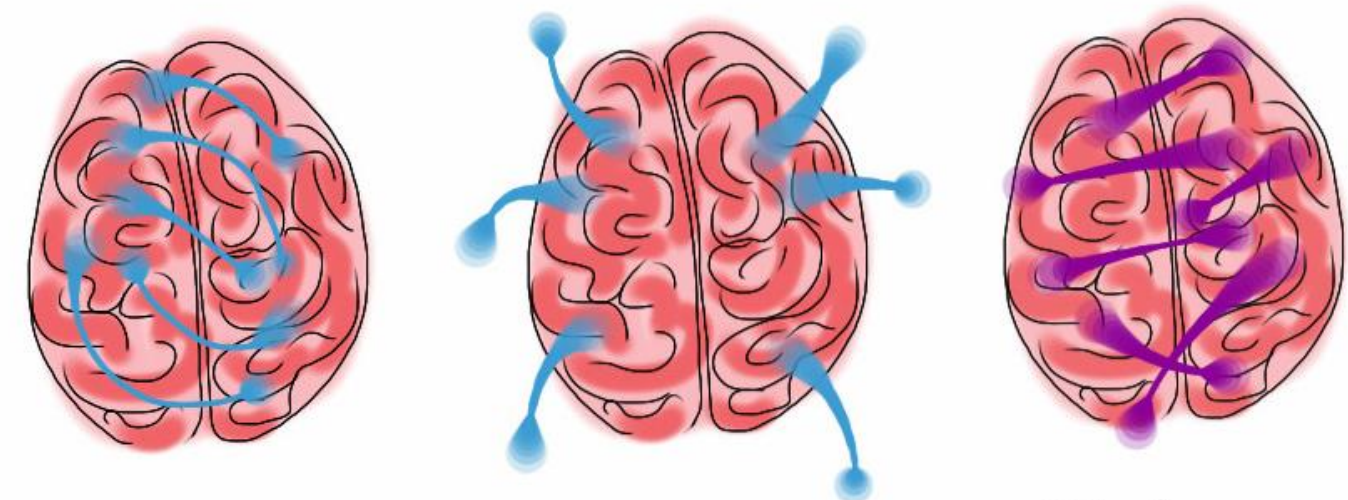
FROM "LET YOUR WORKERS REBEL"

Harvard
Business
Review

THE
BIG
IDEA

CONSTRUCTIVE
NONCONFORMITY

AGILE LEARNING



Learn

Unlearn

Relearn

- Toffler
as cited in
"NOW YOU SEE IT"
by @CathyNDavidson

ABILITY TO GO BEYOND



FEEL LIKE A PILOT



FROM NOW ON

PILOT INTERACTION



1 



2 



3 



STORAGES USABILITY



FRONT STORAGE



REAR STORAGE



CUP HOLDER



REAR BENCH

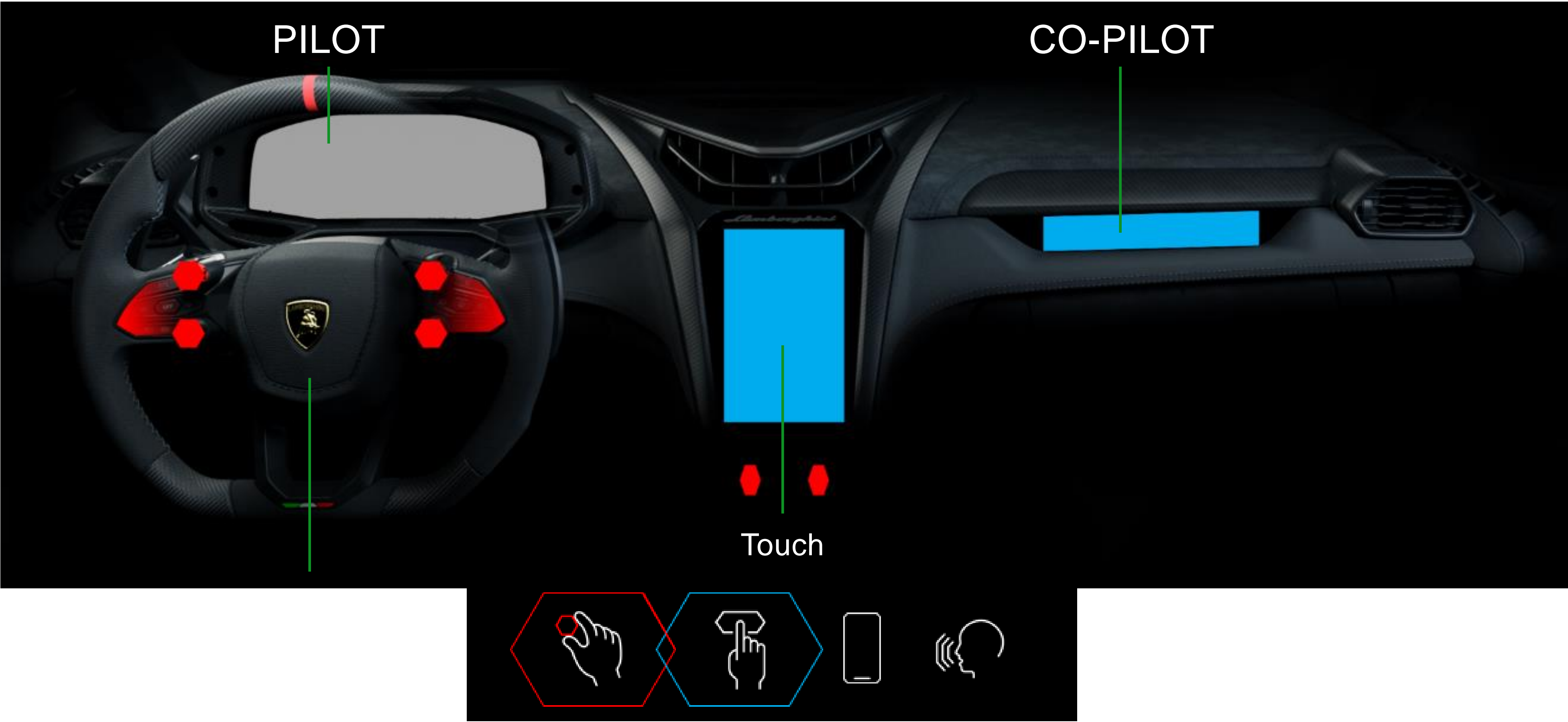


2 CABIN TROLLEY

2 BAGS

PILOT INTERACTION

(Based on Touch - with haptic Highlights)



 Touch Screen  Non-Touch  Remote

PILOT INTERACTION



- DRIVING MODES



- LAUNCH CONTROL

- INDICATORS



- DAMPER



- LIFT



PHEV STRATEGY -



ELECTRIC VEHICLE - EV

WIPERS -

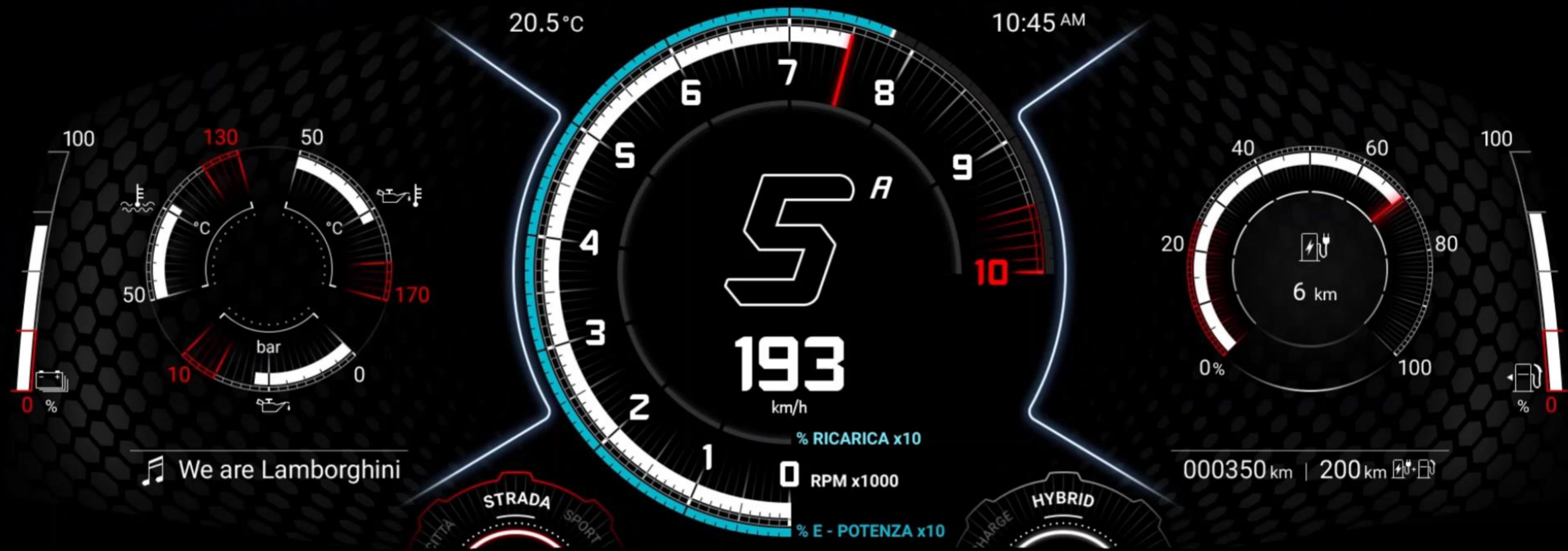
AL

BAR MODE -

PILOT INTERACTION



ESSENTIAL DRIVING EXPERIENCE



FROM NOW ON

PILOT INTERACTION

EASY AS A SMARTPHONE: SWIPE CONTROL



FROM NOW ON

PILOT INTERACTION



EASY AS A SMARTPHONE: FAVORITE PAGE



FROM NOW ON