



Automobili Lamborghini – March 20, 2025

T ROWE PRICE INVESTOR VISIT

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G; Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage.

DISCLAIMER



The following presentations as well as remarks/comments and explanations in this context contain forward-looking statements on the business development of the Volkswagen 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.

All figures are rounded, so minor discrepancies may arise from addition of these amounts.

Any changes in significant parameters relating to our key sales markets, or any significant shifts in exchange rates, energy and other commodities or the supply with parts relevant to the Volkswagen Group will have a corresponding effect on the development of our business. In addition, there may also be departures from our expected business development if the assessments of the factors influencing sustainable 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.

We do not update forward-looking statements retrospectively. Such statements are valid on the date of publication and can be superseded.

This information does not constitute an offer to exchange or sell or an offer to exchange or buy any securities.

IT IS FORBIDDEN TO TAKE PICTURES IN ANY PART OF THE FACTORY.

AGENDA | MARCH 20, 2025



1	12.25 – 12.30 Welcome & Introduction	Mr. Schwarzl & Mr. Poma
2	12.30 – 12.45 Lamborghini Strategy	Mr. Winkelmann
3	12.45 – 13.00 Financial Growth	Mr. Poma
4	13.00 – 13.20 Business model & Customer journey	Mr. Foschini
5	13.20 – 13.40 Technology & Product	Mr. Pacini
6	13.40 – 14.00 Q&A	
7	14.00 – 15.00 Production site visit incl. Q&A	Mr. Niccoli
15.00 – 15.30 Coffee break		
8	15.30 – 16.30 Technical Information & Test Drives	

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T ROWE PRICE INVESTOR FIELD TRIP

Stephan Winkelmann | Chairman & Chief Executive Officer of Automobili Lamborghini

THE FOUNDATION

AN OUTSTANDING VISION TO REVOLUTIONIZE THE STATUS QUO

BORN AS A CHALLENGE



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



BRAND DEVELOPMENT

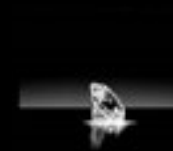
FROM A GREAT NAME TO A REAL LUXURY BRAND



1990-2000

NO CLEAR IDENTITY

AN EXOTIC BRAND WITH
A GREAT NAME



2001-2013

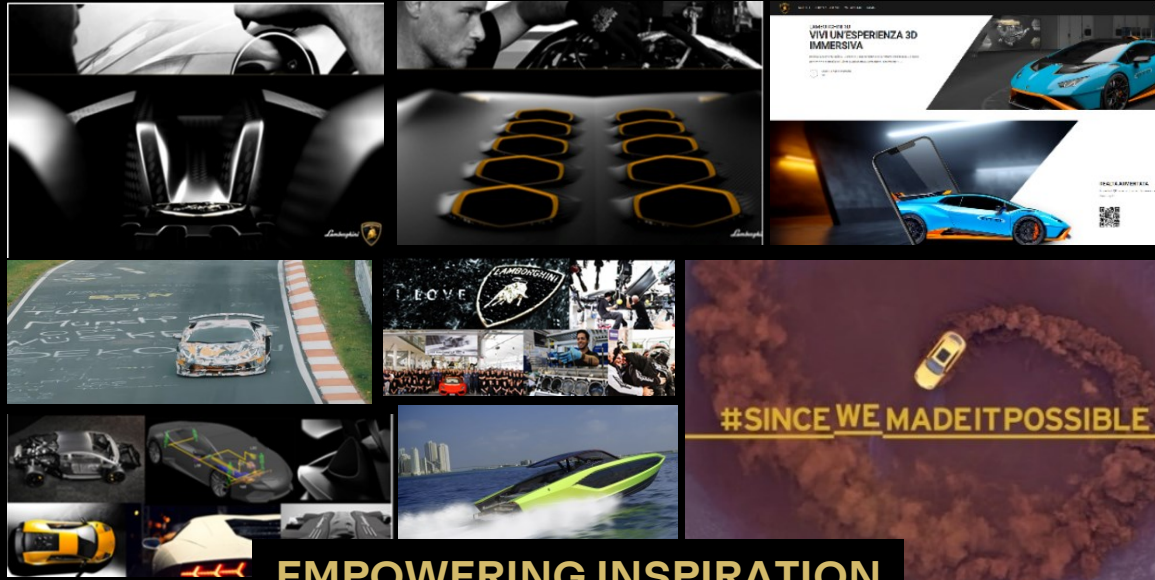
ITALIAN
EXTREME
UNCOMPROMISING

REGAIN RESPECT WITH A SHARP MESSAGE
IN THE LUXURY SEGMENT



BRAND DEVELOPMENT

FOR A WIDER AUDIENCE WITH A STRONG FORWARD LOOKING ATTITUDE



2014-2020

VISIONARY
CUTTING EDGE
PURE

MORE HUMAN & SUITABLE FOR
A WIDER AUDIENCE



2021-2030

BRAVE
UNEXPECTED
AUTHENTIC

BECOME A SYMBOL OF HUMAN PROGRESSION

AUTHENTIC DESIGN DNA





AN OFFER TO SATISFY A WIDE RANGE OF CUSTOMER’S NEEDS

ROAD-LEGAL
MODELS

ONE
OFF

FEW OFF

DERIVATIVES

3 MODEL LINES

V12



V12



AUTENTICA AND INVENCIBLE

V12



COUNTACH



HURACÁN EVO
SPYDER



HURACÁN STO



HURACÁN
TECNICA



HURACÁN
STERRATO



URUS
PERFORMANTE

V12



REVUELTO



TEMERARIO



URUS SE

TRACK MODELS



HURACÁN
SUPER TROFEO EVO2



HURACÁN
GT3 EVO 2



LMDh



V12

ESSENZA
SCV12

Countach: Fuel consumption (combined): 19.5 l/100 km; CO₂ emissions (combined): 440 g/km; CO₂ Class: G; Huracán EVO Spyder: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions combined: 338 g/km; CO₂ Class: G; Huracán STO: Fuel consumption (combined): 13.9 l/100km; CO₂ emissions (combined): 331 g/km; CO₂ Class: G; Huracán Tecnica: Fuel consumption (combined): 14.5 l/100km; CO₂ emissions (combined): 328 g/km; CO₂ Class: G; Huracán Sterrato: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions (combined): 337 g/km; CO₂ Class: G; Urus Performante: Fuel consumption (combined): 14.1 l/100 km; CO₂ emissions (combined): 320 g/km; CO₂ Class: G; Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G; Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Other models depicted are not available for sale.



BEING PART OF A FAMILY

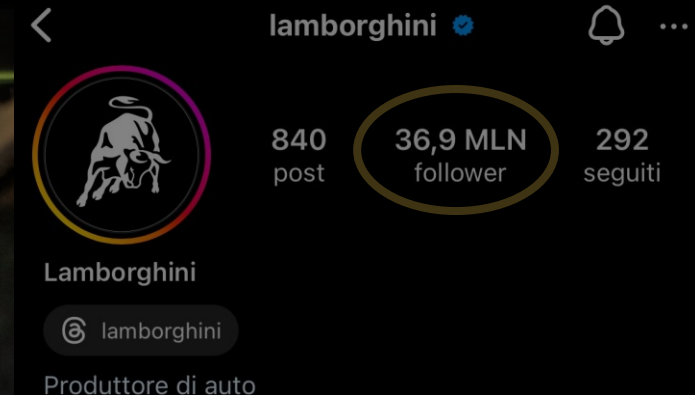
NOT ONLY EXPERIENCE FOR CUSTOMERS BUT A DREAM OF MANY



MOTORSPORT



GAMING AND SIM RACING



SOCIALS



BRAND EXTENSION



MUSEUM & PRODUCTION VISIT



COMMUNITY AND TERRITORY



LAMBORGHINI TODAY

A SOLID COMPANY COVERING THE FULL AUTOMOTIVE VALUE CHAIN



DEVELOPMENT



MANUFACTURE



SALES

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G.



UNIQUE DNA WITH ACCESS TO AN UNLIMITED SHELF OF TECHNOLOGY

LAMBORGHINI DNA

Strong and inspirational Luxury Brand

Distinctive and recognizable product design

Know-how on Powertrain

Carbon fiber material know-how

PURE LUXURY

GROUP TECHNOLOGY

Hardware & Software platform access

Leading electrification know-how

Supply chain resilience through access to critical parts

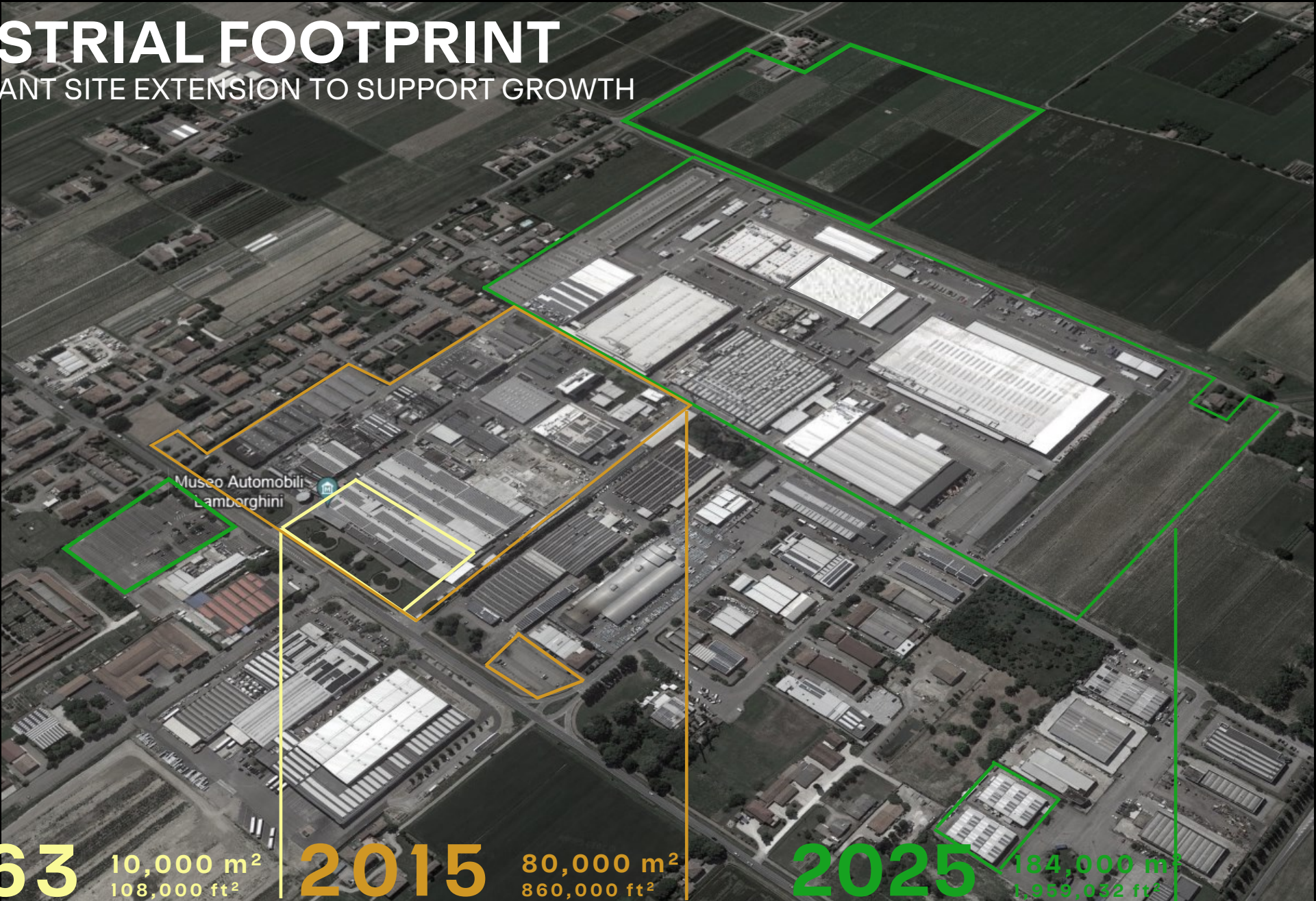
LEADING TECHNOLOGY & SCALE

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G.



INDUSTRIAL FOOTPRINT

A SIGNIFICANT SITE EXTENSION TO SUPPORT GROWTH



1963

10,000 m²
108,000 ft²

2015

80,000 m²
860,000 ft²

2025

184,000 m²
1,989,032 ft²



REGIONAL FOOTPRINT

AN OPTIMAL COVERAGE AND A WELL BALANCED SALES DISTRIBUTION



AMERICA

54 Dealers 6 Markets

1st USA

9th Canada



EMEA

78 Dealers 34 Markets

2nd Germany

4th United Kingdom

6th Middle East

8th Italy

10th France + Monaco



APAC

54 Dealers 16 Markets

3rd Japan

5th China + Hong Kong + Macao

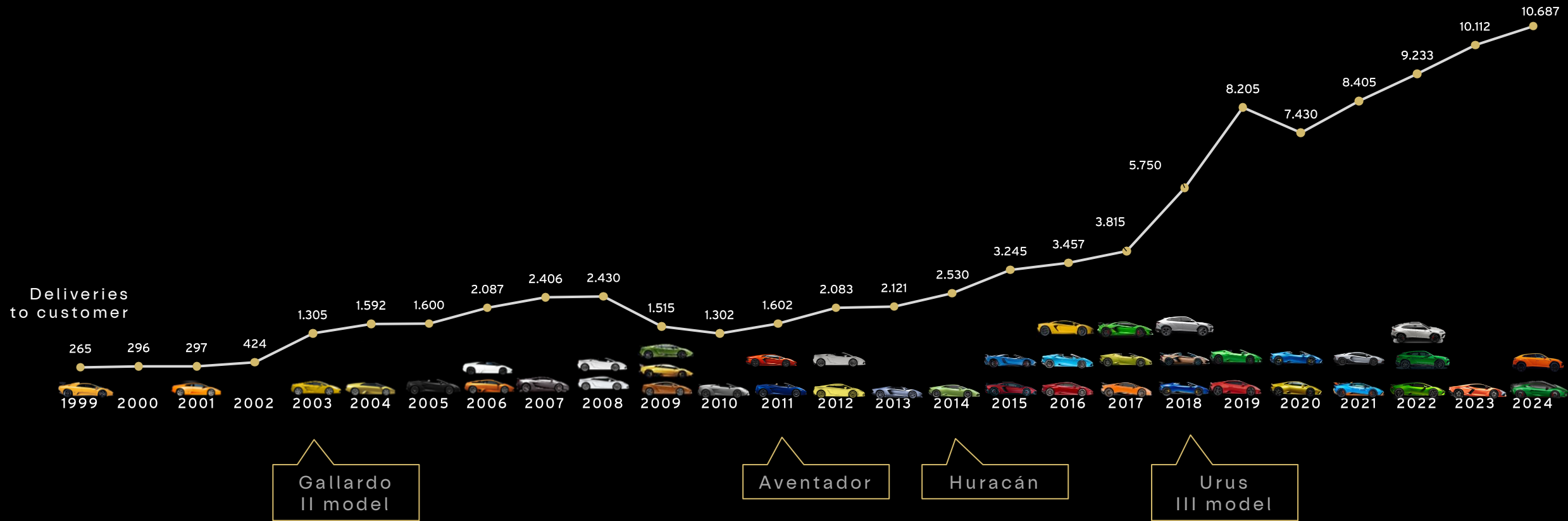
7th South Korea

Dealers 186

56 Markets

SALES RESULTS

CONSISTENT GROWTH DRIVEN MAINLY BY THE SUCCESS OF NEW MODELS



Huracán EVO Spyder: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions (combined): 338 g/km; CO₂ Class: G; Huracán STO: Fuel consumption (combined): 13.9 l/100km; CO₂ emissions (combined): 331 g/km; CO₂ Class: G; Huracán Tecnica: Fuel consumption (combined): 14.5 l/100km; CO₂ emissions (combined): 328 g/km; CO₂ Class: G; Huracán Sterrato: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions (combined): 337 g/km; CO₂ Class: G; Urus Performante: Fuel consumption (combined): 14.1 l/100 km; CO₂ emissions (combined): 320 g/km; CO₂ Class: G; Urus S: Fuel consumption (combined): 14.1 l/100 km; CO₂ emissions (combined): 320 g/km; Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G.



DIREZIONE COR TAURI

A STRONG COMMITMENT TO A SUSTAINABLE STRATEGY STARTED LONG AGO ...

2015

Plant CO₂ neutrality
on balance

2023

Launch the first
hybrid series car

2024

Hybridization of the
entire product range

by **2030**

First full Electric
series car

TECHNOLOGY TO BOOST PERFORMANCE
"DRIVE BETTER AND FASTER"



Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Lanzador is a concept car, not available for sale; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G;

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T ROWE PRICE INVESTOR FIELD TRIP

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



LAMBORGHINI DEVELOPMENT FROM 1 TO 2 SSC MODEL LINES

SALES
x14

REVENUE
x21

OPERATING
PROFIT
**STABLY
POSITIVE**

Sales **265 units**
Revenue **€47m**
OP **-€19m**

DEVELOPMENT
OF THE
COMPANY

Sales **3.815 units**
Revenue **€1.009m**
OP **€52m**

1999

Audi Acquisition

CARRY OVER V12 LAMBORGHINI DNA

ENHANCING V10 GROUP SYNERGIES WITH THE 2ND SSC
MODEL LINE

2017

Last year with 2
SSC model lines



LAMBORGHINI GROWTH OF LAST 7 YEARS AND 3RD MODEL LINE SSUV

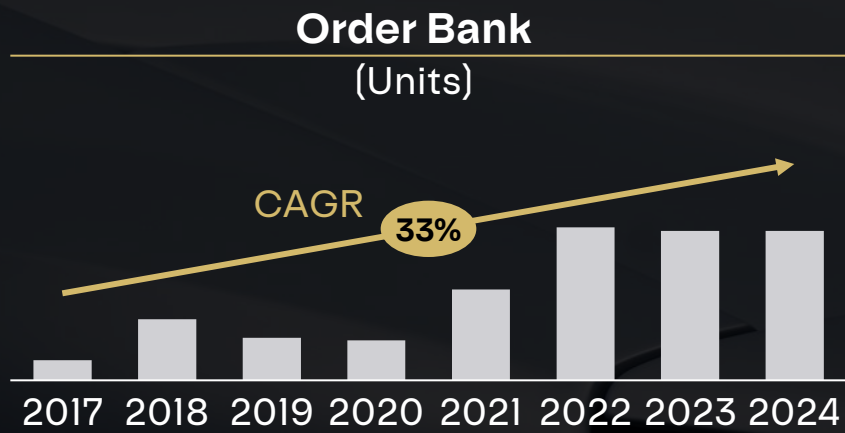


Key Success Factors

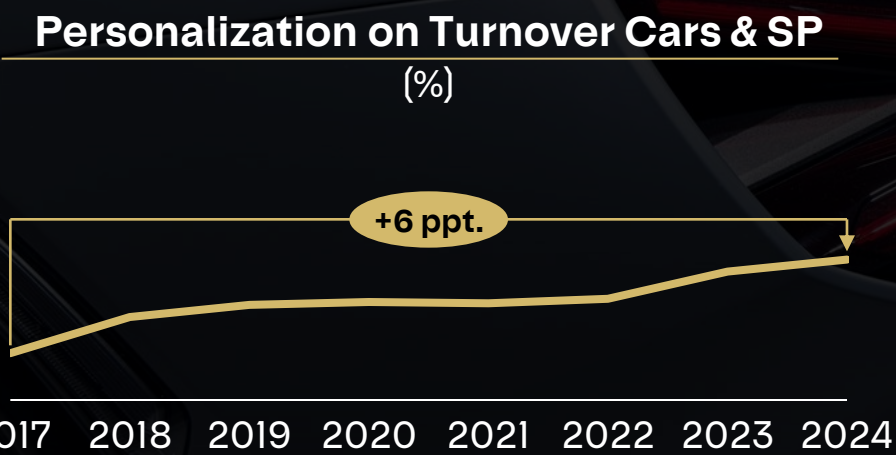
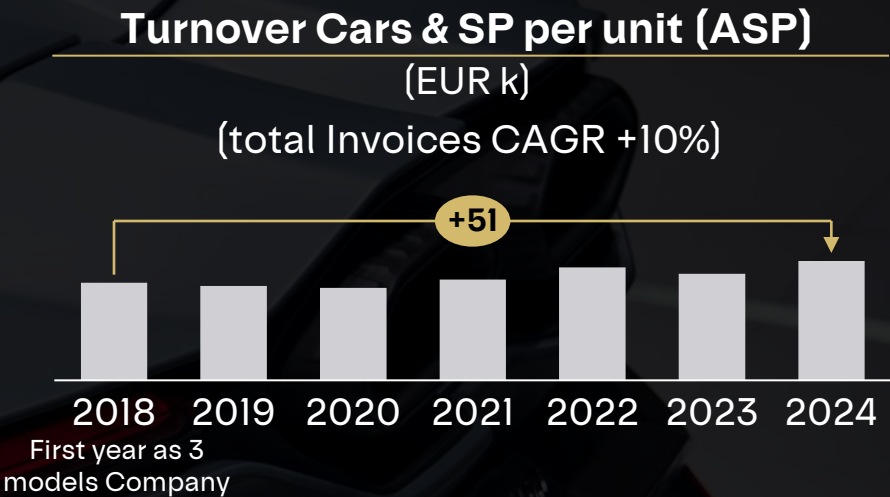
Luxury Profitability



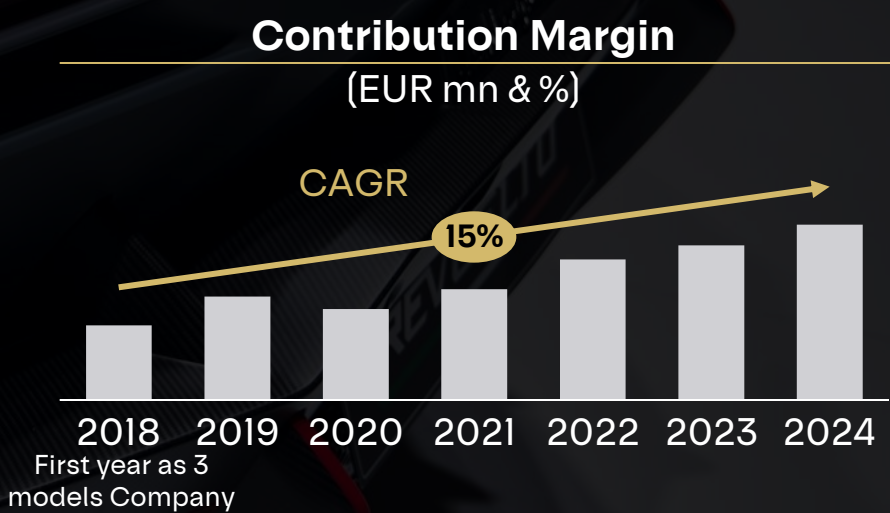
FOCUS ON BUSINESS DEVELOPMENT & PRODUCT MARGINALITY



TOP LINE GROWTH



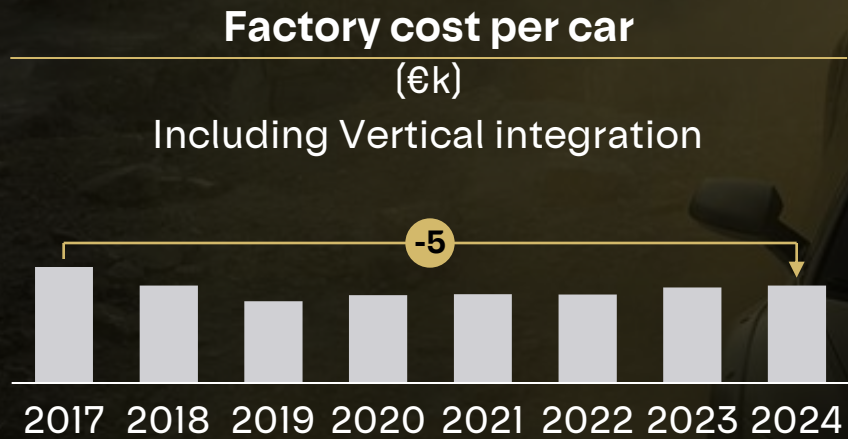
PRODUCT MARGINALITY



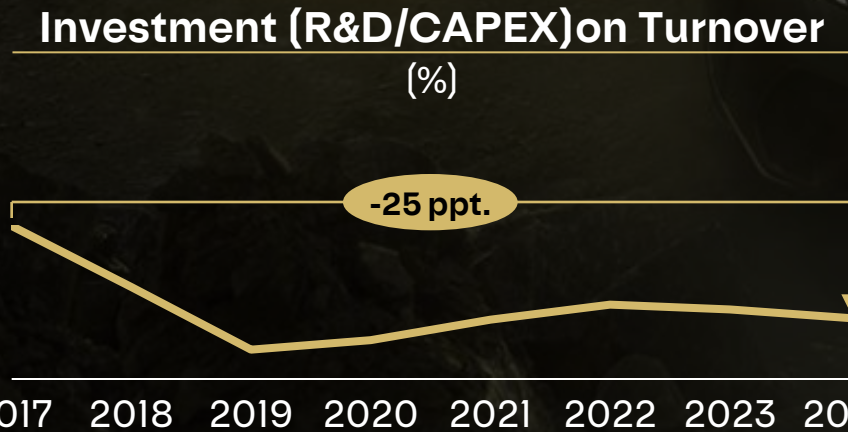
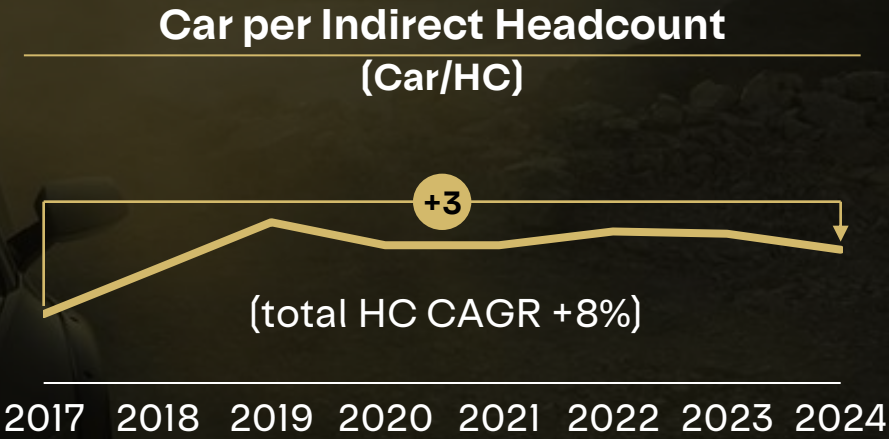
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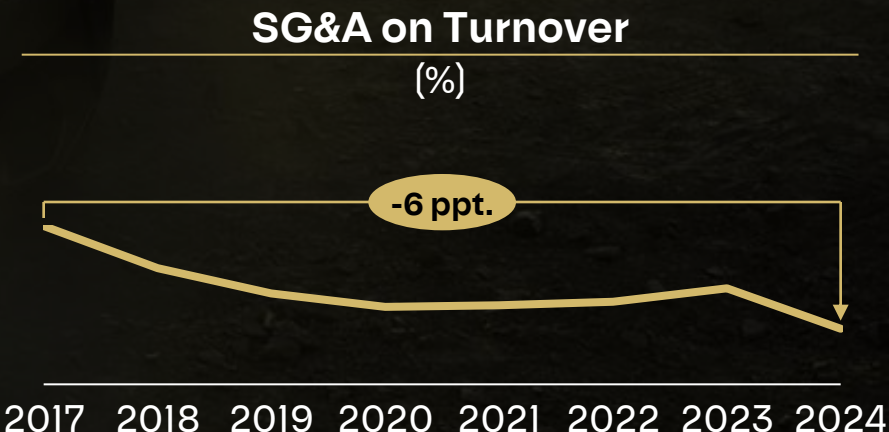
FINANCIAL SUSTAINABLE GROWTH & LEAN STRUCTURE



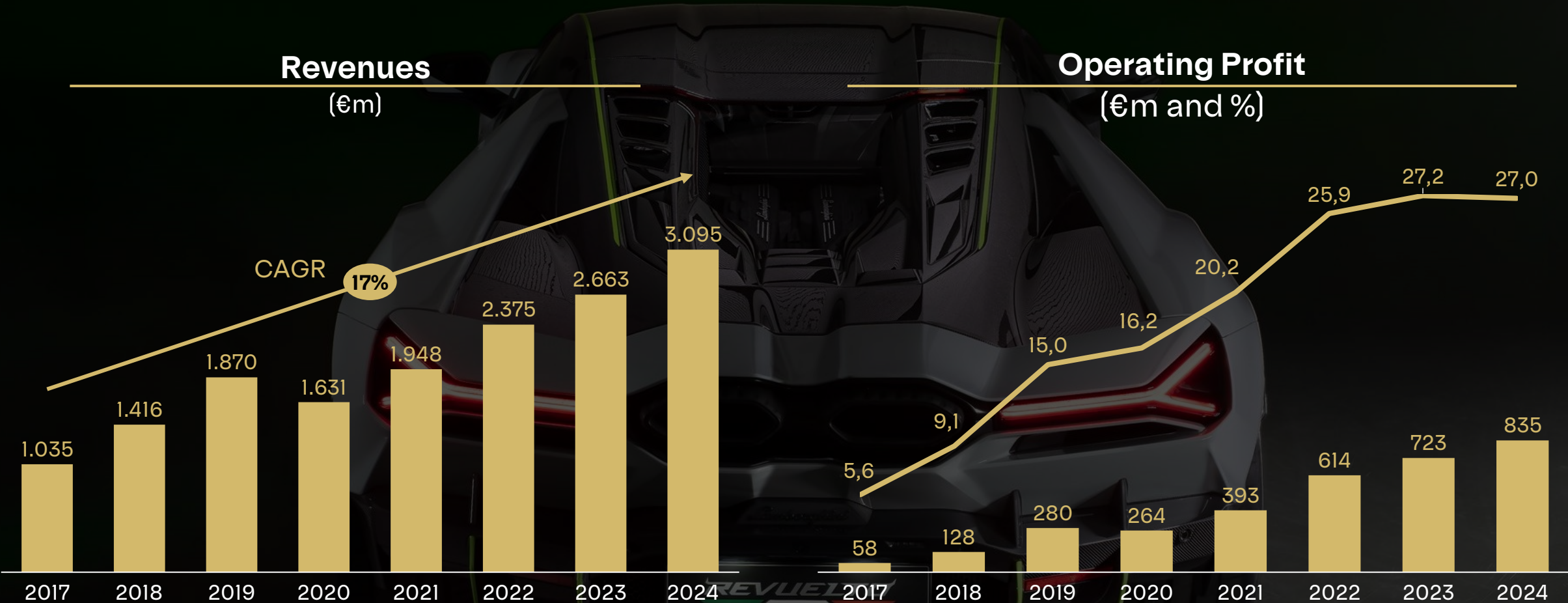
**LEAN
STRUCTURE**



**COST
MANAGEMENT**



LAMBORGHINI ROAD TO LUXURY PROFITABILITY...





...COMBINED WITH A ROBUST CASH GENERATION

Negative
Working
Capital

Optimized
Investment

Lean asset
structure (RoI)

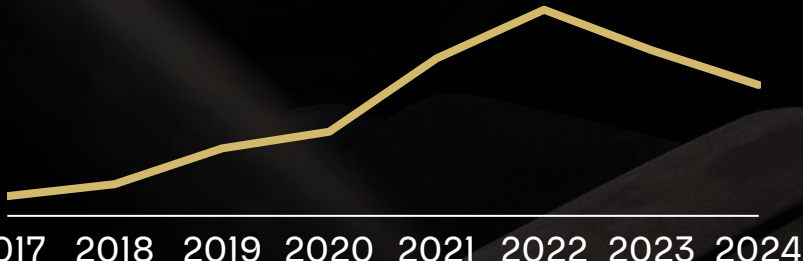
Business
development

Profitability at
luxury level

Growing EBITDA

Strong and
sustainable
**CASH
GENERATING
UNIT**

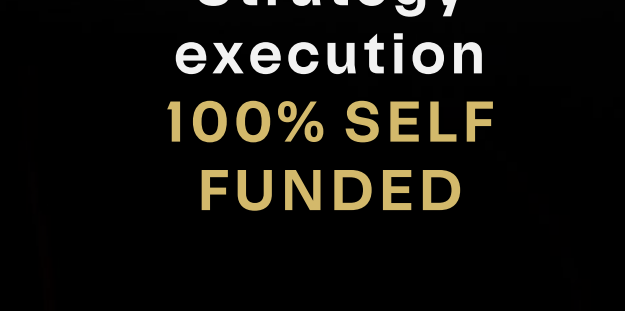
Strategy
execution
**100% SELF
FUNDED**



Asset Structure



EBITDA



Cash Flow



BRAND VALUE GROWING FAST, ALONG WITH FINANCIAL PERFORMANCE

2024 KPI

79,4

Brand Strength
Luxury avg. 83%
Automotive avg. 74%

71,4

Role of the Brand
Luxury avg. 67%
Automotive avg. 45%

€b

2,1

2,6

3,1

3,9

4,5

Best Global Brand
2020
Interbrand

Best Global Brand
2021
Interbrand

Best Global Brand
2022
Interbrand

Best Global Brand
2023
Interbrand

Best Global Brand
2024
Interbrand

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LUXURY PROFITABILITY WITH POTENTIAL IN PERSONALIZATION AND SIZE

Best in Class profitability

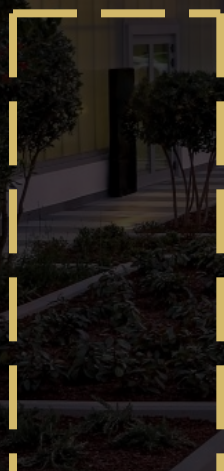
Potential in Personalization
and Car Park growth

Size matters: potential growth
with new product generation
and 4th model line

RoS
%

Avg Selling Price*
(€k)

Sales
(units)



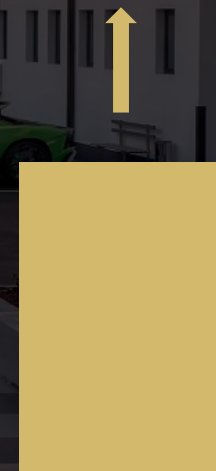
Lamborghini

Brand A



Lamborghini

Brand A



Lamborghini

Brand A

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T ROWE PRICE INVESTOR FIELD TRIP

Federico Foschini | Chief Marketing and Sales Officer and Board Member of Automobili Lamborghini



A STRONG FORWARD-LOOKING ATTITUDE

THE BRAND ID-CARD



V I S I O N

BEING THE LEADER OF

THE 'UNEXPECTED'

M I S S I O N

TURNING OUR VISIONARY IDEAS INTO

STUNNING CREATIONS

STRONG AFFINITY WITH NEW GENERATIONS

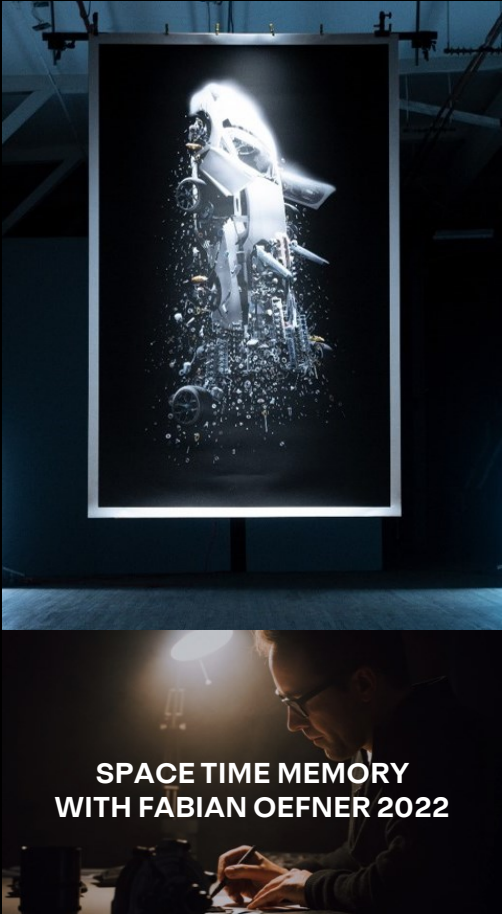
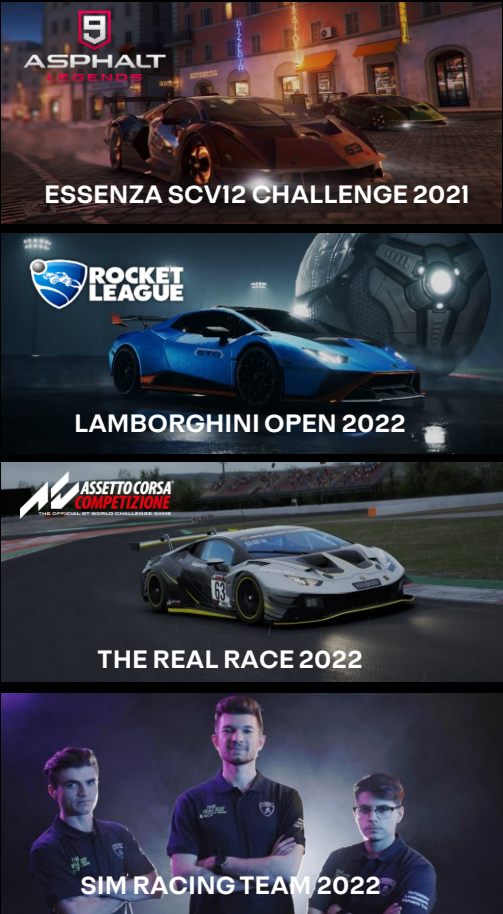
LEADING POSITION IN COMMUNICATION TOUCHPOINTS



SOCIAL MEDIA

CHANNELS	FAN BASE		ESS RANKING
	36,9M	FOLLOWERS	1st
	2,4M	FOLLOWERS	1st
	2,0M	SUBSCRIBERS	1st
	4,7 M	FOLLOWERS	3nd
	5M	FOLLOWERS	ND
	13M	FANS	2nd
	1,1M	FOLLOWERS	3rd

eSPORTS





WHAT IS LUXURY IN SUPERSPORTSCAR?

GUARANTEE HOMOGENEOUS EXPERIENCE ALONG TOUCHPOINTS

EXCLUSIVITY

Dream of many, reality for few

PERSONALIZED JOURNEY

One hero of a kind

CARE

Details makes difference

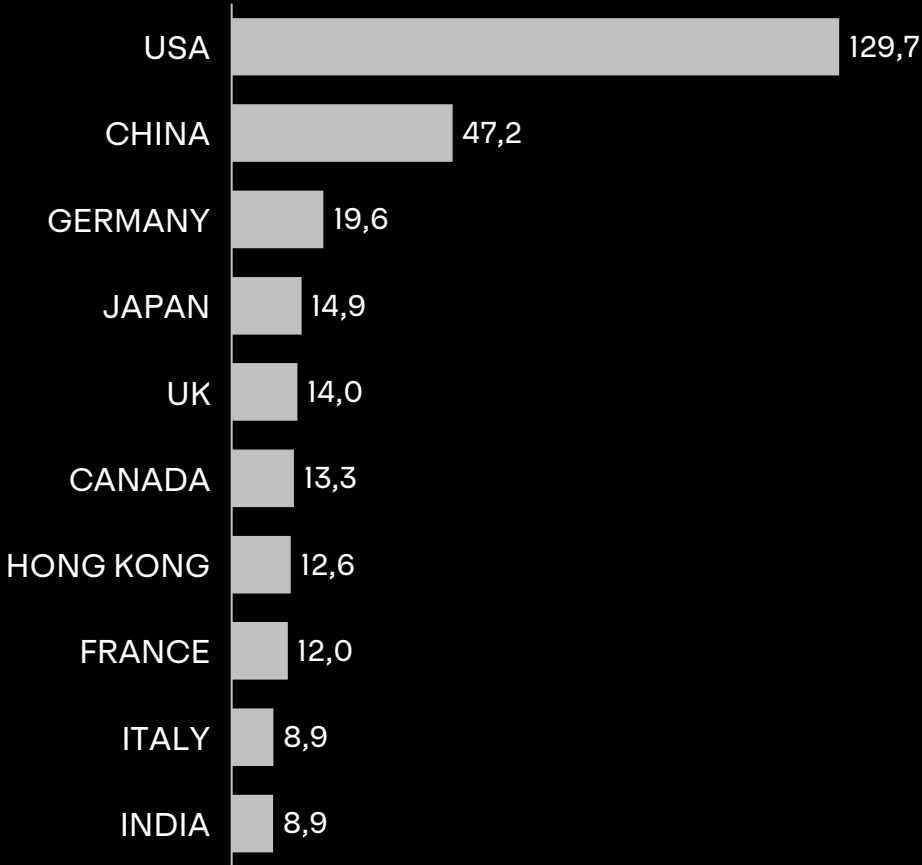


CUSTOMER PROFILE

HIGH NET WORTH INDIVIDUALS' DISTRIBUTION IS REFLECTED IN OUR GEOGRAPHICAL FOOTPRINT

Ultra HNWI 2023
426.330 Individuals

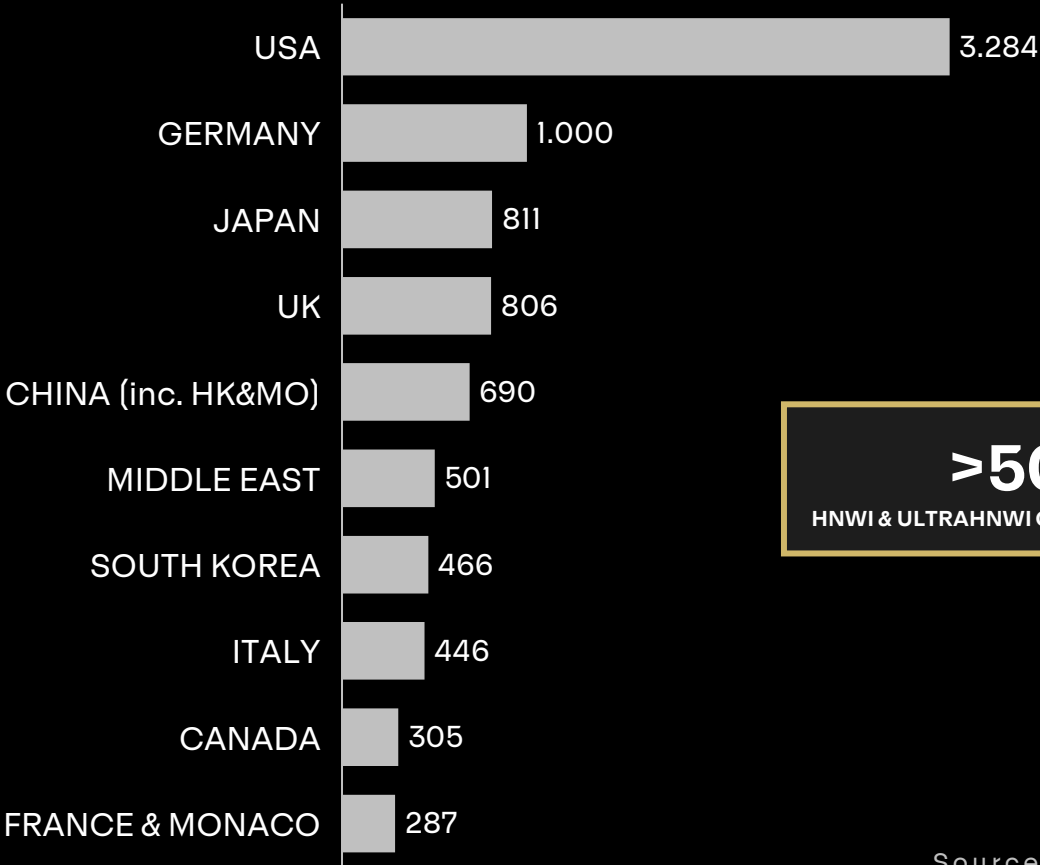
71% of UHNWIs are in our Top 10 Markets



UHNWI Population (K)

Lamborghini Deliveries 2024:
10.687 units

Top 10 Markets represent 80% of Total Deliveries



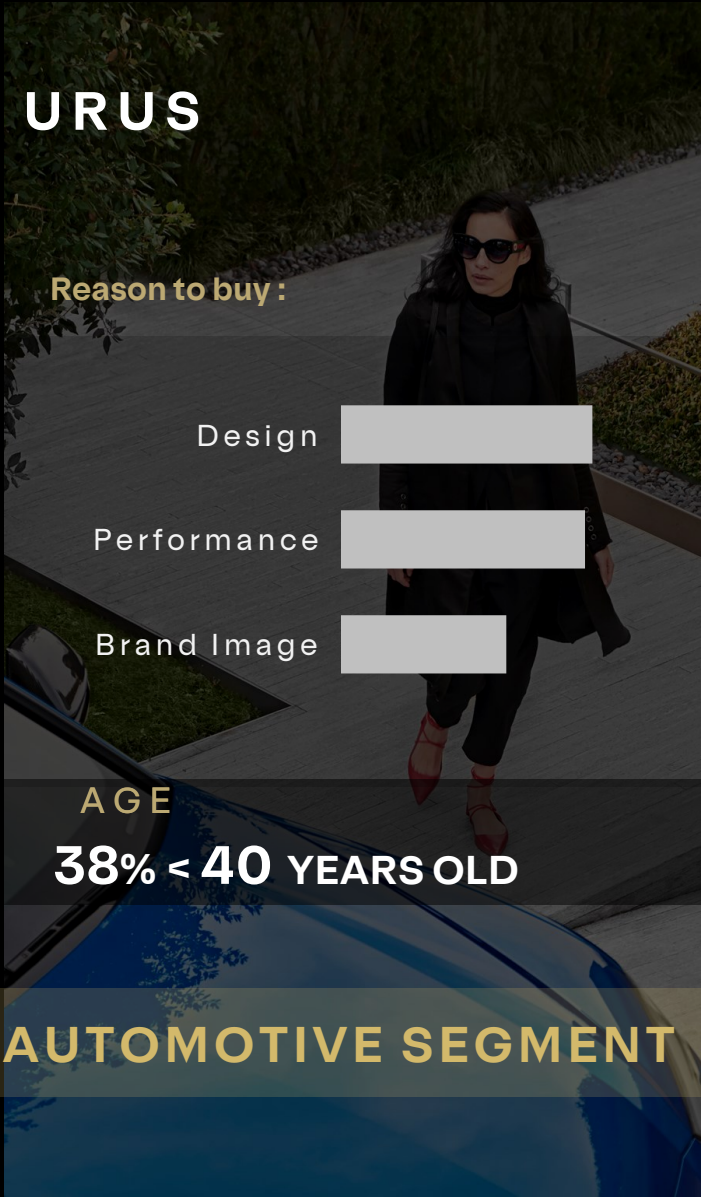
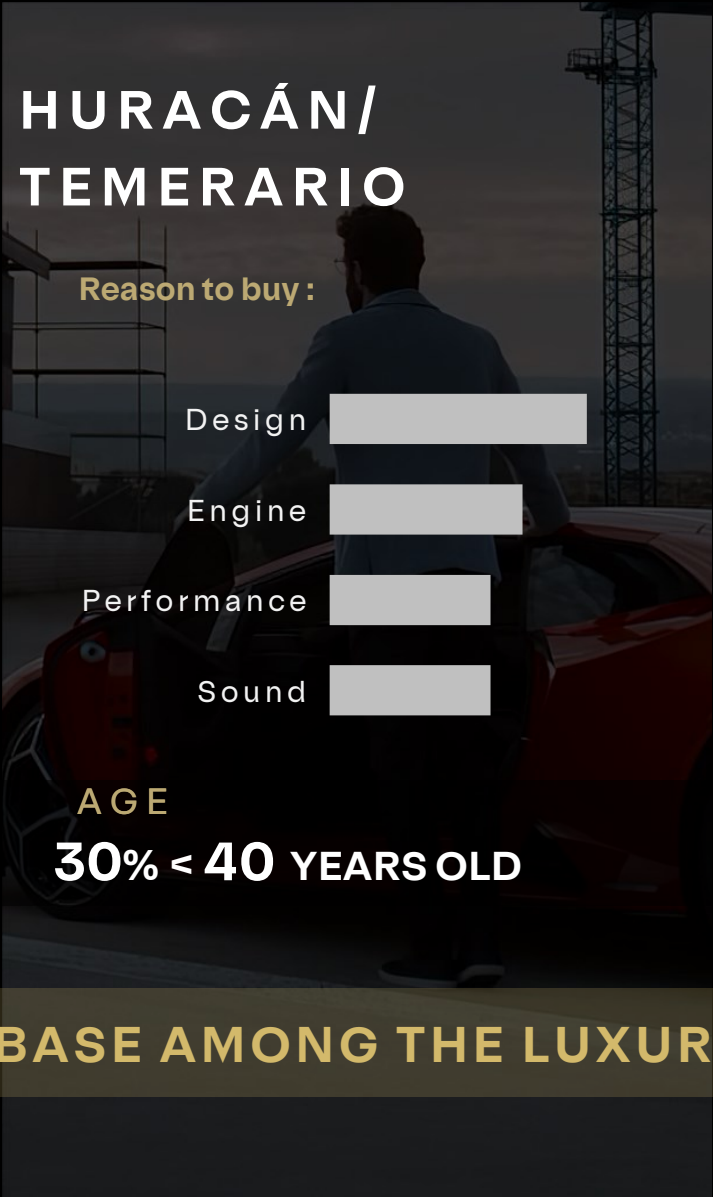
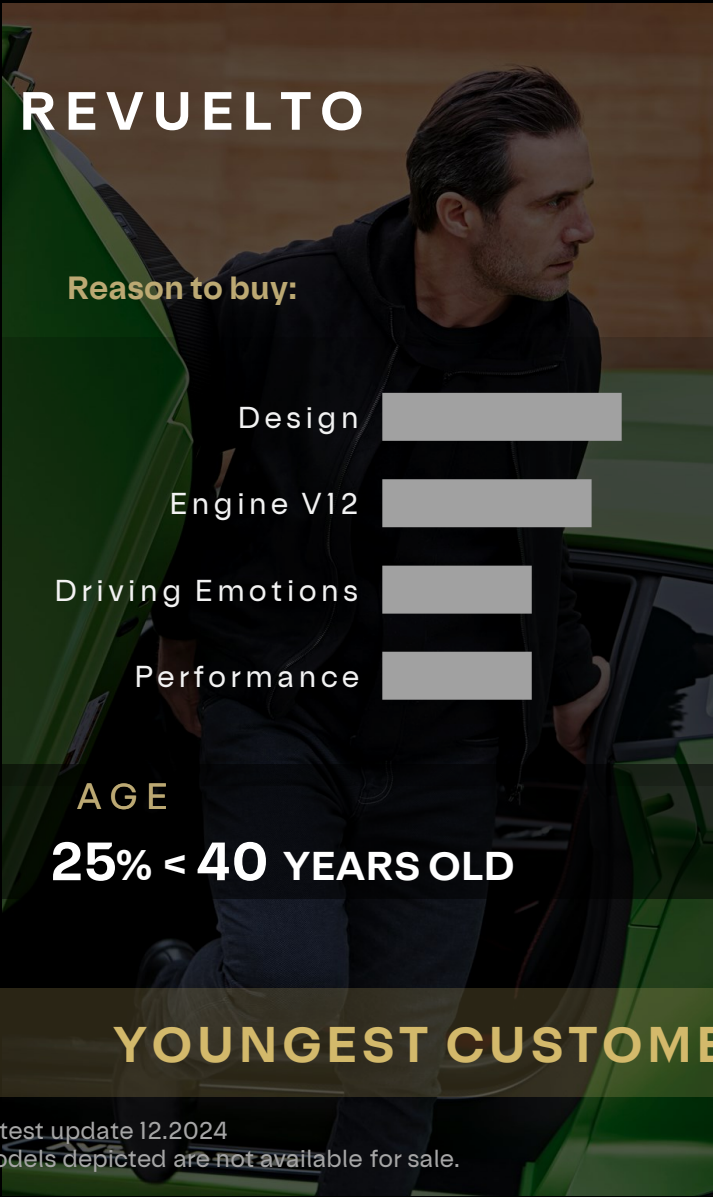
Deliveries to Customers (Units)

>50.000
HNWI & ULTRAHNWI ON LAMBORGHINI DATABASE



THE YOUNGEST CUSTOMER BASE

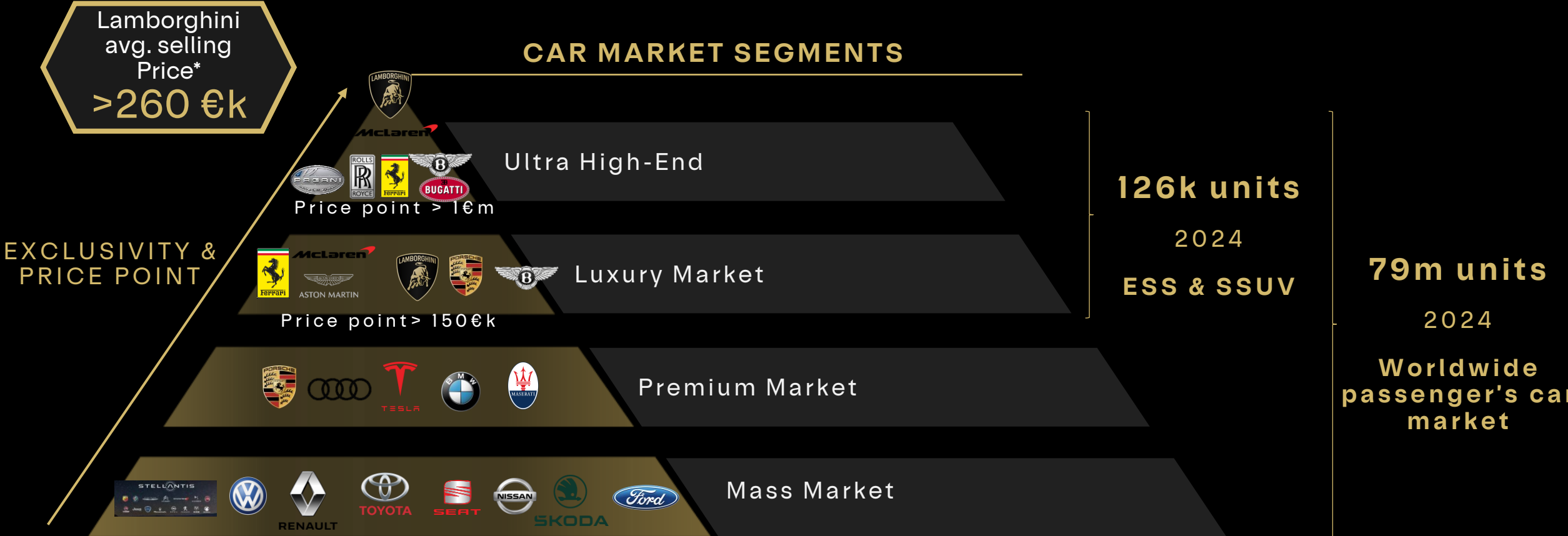
DESIGN AND PERFORMANCE AS MAIN REASONS TO BUY



YOUNGEST CUSTOMER BASE AMONG THE LUXURY AUTOMOTIVE SEGMENT



A BRAND POSITIONED IN LUXURY AND ULTRA HIGH-END MARKETS



Source: Total car market – VWG internal figures
ESS & SSUV IHS Registrations with internal estimate for missing markets; Lamborghini – delivery to customer
ESS: Exclusive Sports car Segment SSUV: Super Sports Utility Vehicle Segment
List of Brands not exhaustive
* Cars and Spare Parts

THE YOUNGEST RANGE EVER

A COMPLETE PRODUCT OFFER COMPOSED BY 3 PRODUCT LINES (2 SUPER SPORTSCARS & 1 SUPER SUV)



REVUELTO



The most powerful and exclusive Lamborghini

2024

1st market entry

URUS SE



“Sports car in a SUV body”

2024

1st market entry

TEMERARIO



A NEW CLASS of its own

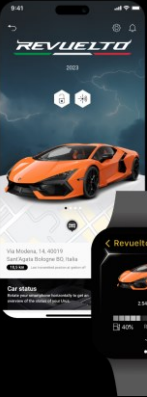
2025

1st market entry

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G.

REVUELTO

THE FIRST HPEV



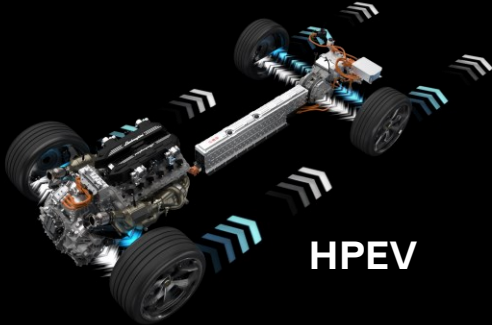
Advanced
Connectivity



Iconic Design



V12 NA



HPEV



1015 CV



13 Driving Modes



Technological
Improvement



38% CO2
Reduction

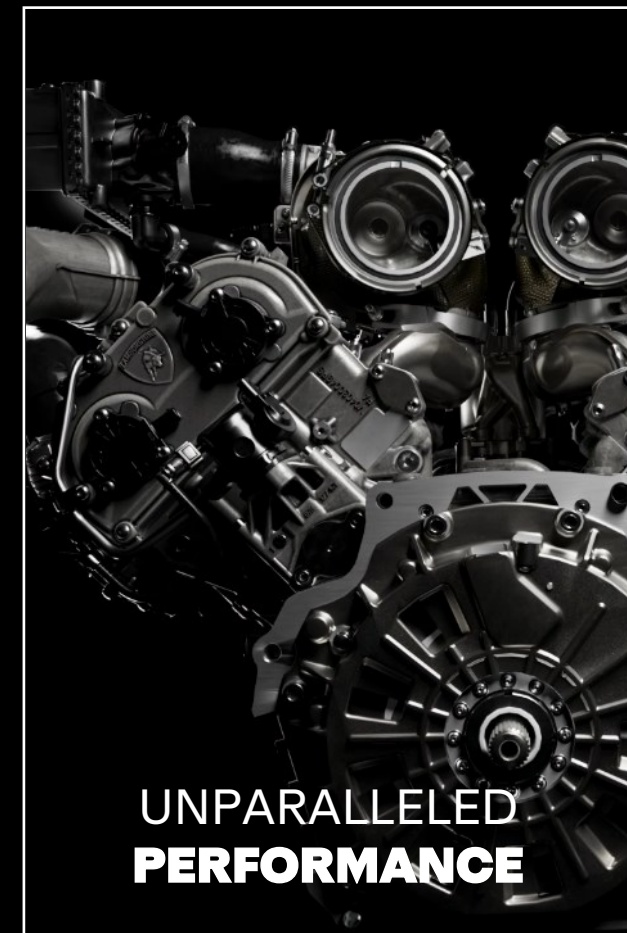
Outstanding
Performance





TEMERARIO

A NEW CLASS OF ITS OWN



UNPARALLELED
PERFORMANCE



UNRIVALED
DRIVING DYNAMICS



UNIQUE
VERSATILITY



NEW **DESIGN**
LANGUAGE

AUTHENTIC **FUORICLASSE**



URUS

E-NHANCED DRIVING EMOTION

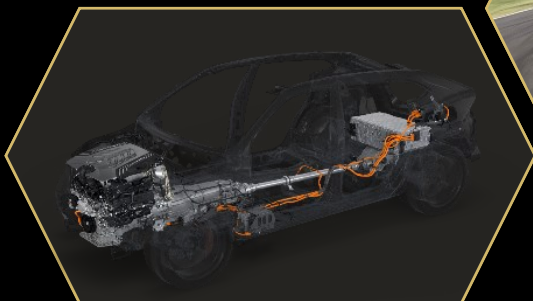


A completely re-engineered Urus that enhances its core value blending a supersport car performance with the everyday usability of an SUV

NEW ADAPTIVE DRIVETRAIN



NEW HYBRID POWER UNIT ICE + ELECTRIC



CLEANER & REFINED DESIGN



SEAMLESS HMI



AMPLIFIED USABILITY



ORDER BACKLOG

ORDER BANK IS SUPPORTING RESILIENCE AND EXCLUSIVITY



REVUELTO



COVERING UNTIL Q1 2027

TEMERARIO



COVERING UNTIL Q2 2026

URUS SE



COVERING UNTIL Q2 2026

Latest update 01.2025. Urus Launch: April 2024
Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G; Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage.



LUXURY SSC CUSTOMERS' TRENDS

BE PART OF AN EXCLUSIVE ENTERTAINING PLATFORM



CUSTOMIZATION

Models depicted is not available for sale.



FEEL LIKE A PILOT



EXPERIENCES



CUSTOMIZATION PROGRAM

AD PERSONAM: A COMPLETE CUSTOMIZATION PROGRAM

INCREMENTAL PERSONALIZATION LEVELS

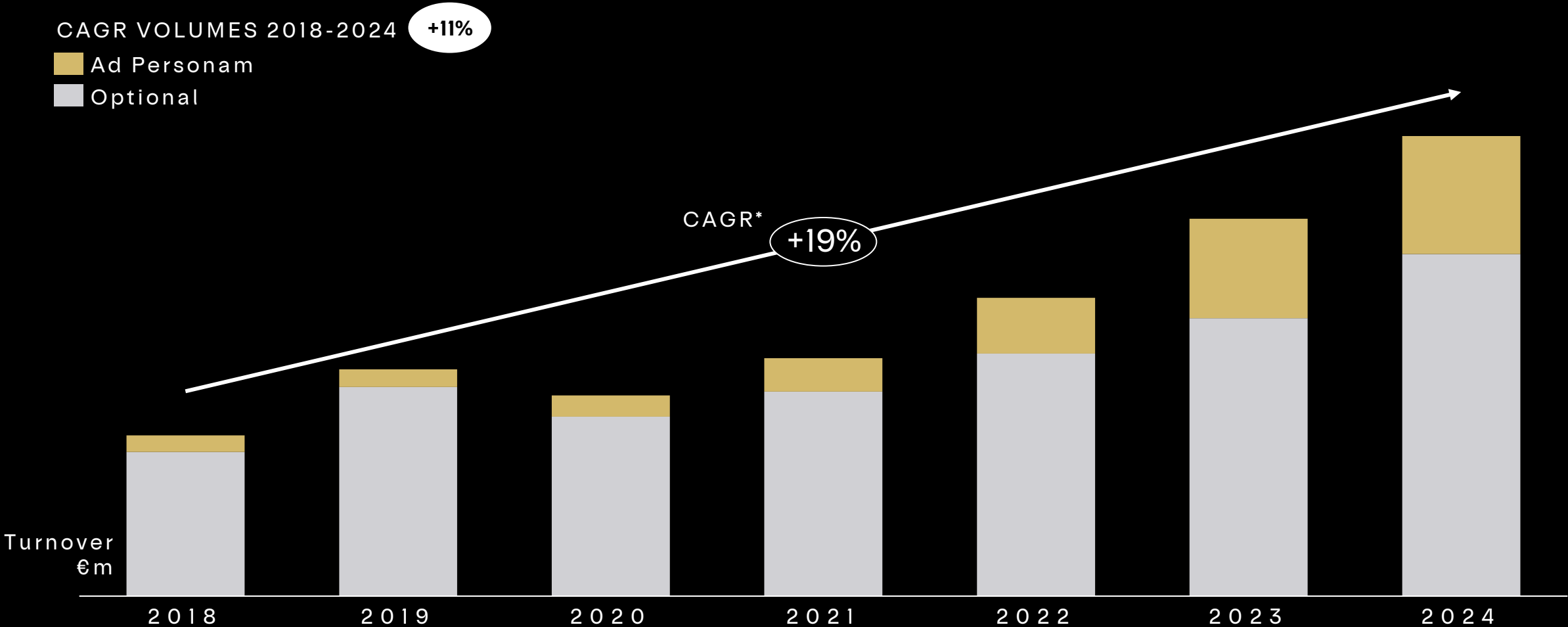


MULTIPLE TOUCHPOINTS



CUSTOMIZATION BUSINESS

A CONSISTENT GROWTH BASED ON A WIDER OFFER TO MATCH CUSTOMERS' EXPECTATIONS



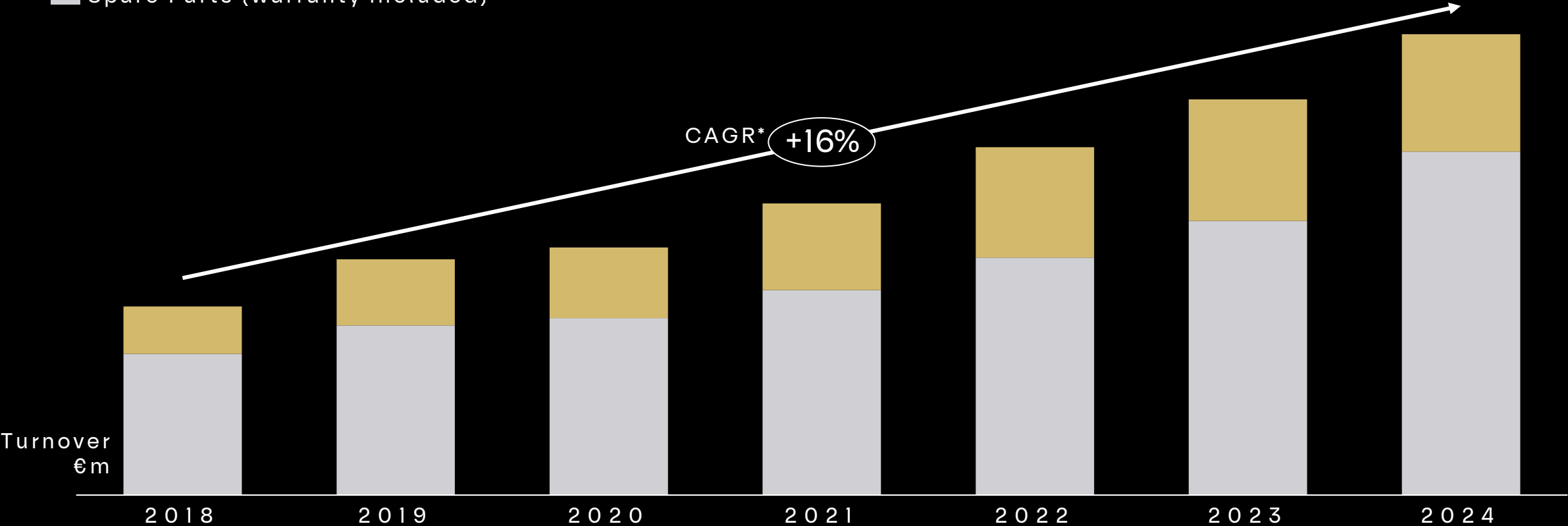
SPARE PARTS & ACCESSORIES BUSINESS

A SOLID PARTS' GROWTH WITH EXPANSION OF ACCESSORY RANGE OFFER



CAGR 10Y CAR PARC 2018-2024 +17%

- Accessories
- Spare Parts (warranty included)



CUSTOMER EXPERIENCE

A PHYSICAL APPROACH...



FACTORY



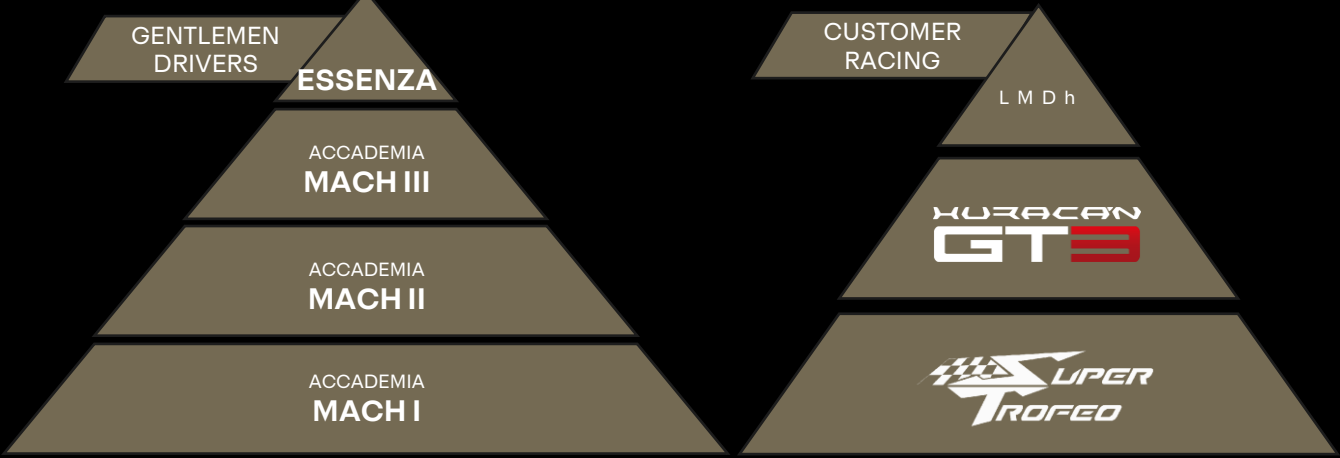
DEALER



ON THE ROAD



ON TRACK



Huracán STO: Fuel consumption (combined): 13.9 l/100km; CO₂ emissions (combined): 331 g/km; CO₂ Class: G; Urus S: Fuel consumption (combined): 14.1 l/100 km; CO₂ emissions (combined): 320 g/km; CO₂ Class: G; Huracán Sterrato: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions (combined): 337 g/km; CO₂ Class: G; Huracán Tecnica: Fuel consumption (combined): 14.5 l/100km; CO₂ emissions (combined): 328 g/km; CO₂ Class: G; Other models depicted are not available for sale.



...AND A DIGITAL EXPERIENCE

UNICA APP: THE LAMBORGHINI WORLD AT A FINGERTIP

More than 38.000
registered customers

Exclusive previews and contents

Lamborghini connected remote
services

Online Marketplace



Latest update 03.2025

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Huracán Sterrato: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions (combined): 337 g/km; CO₂ Class: G; Urus Performante: Fuel consumption (combined): 14.1 l/100 km; CO₂ emissions (combined): 320 g/km; CO₂ Class: G; Urus: Fuel consumption (combined): 14.4 l/100 km; CO₂ emissions (combined): 320 g/km; CO₂ Class: G; Other models depicted are not available for sale.

BRAND PARTNERSHIP

PIONEERING & UNCONVENTIONAL ACTIVATIONS



MOBILITY



REAL ESTATE



TOYS



FASHION

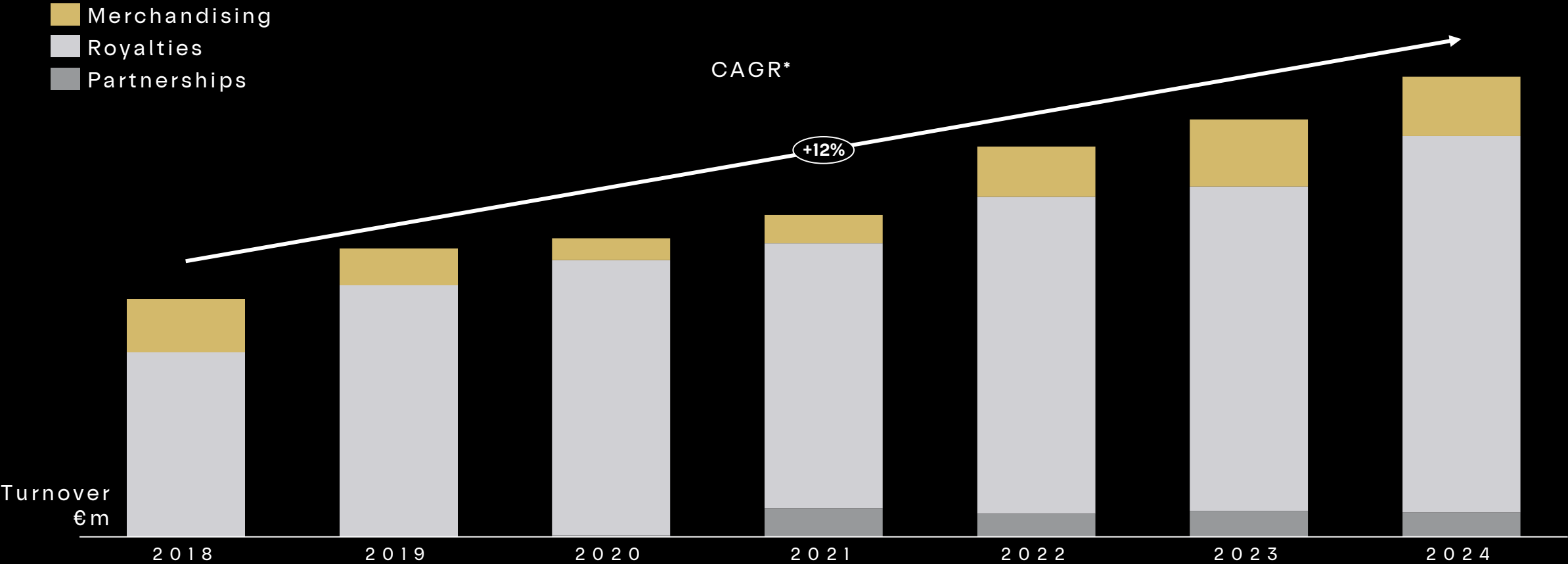


GAMING



BRAND EXTENSION

BRAND STRENGTH SUSTAINS CONTINUOUS GROWTH

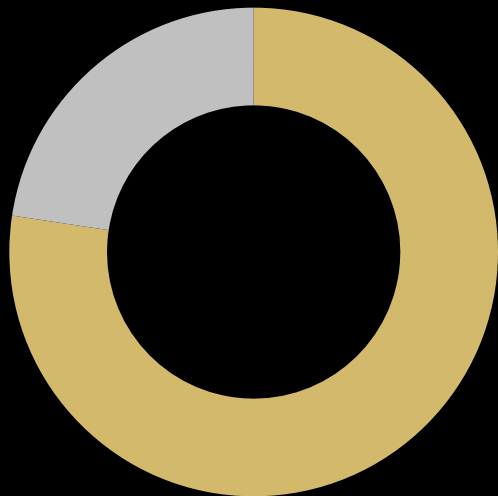


DEALER NETWORK BUSINESS MODEL

A SOLID AND PROFITABLE DEALER NETWORK

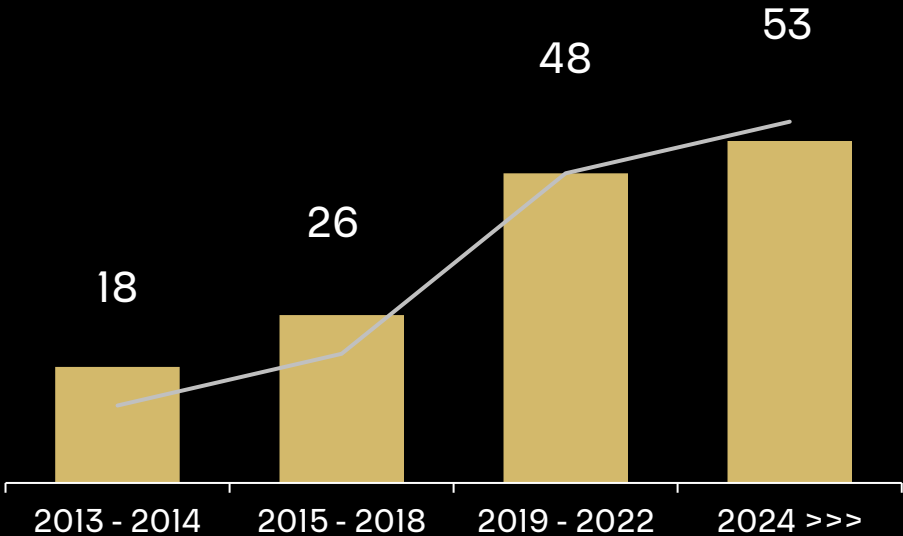


Audi, Bentley, Porsche
Others



MORE THAN 75% OF LAMBORGHINI DEALERS
TRADE ALSO AUDI, BENTLEY AND PORSCHE

Average Deliveries to customer/Dealer
— ROS%



PROFITABILITY GROWTH
THANKS TO A SUSTAINABLE BUSINESS MODEL

AGENDA | MARCH 20, 2025



1	12.25 – 12.30 Welcome & Introduction	Mr. Schwarzl & Mr. Poma
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2	12.30 – 12.45 Lamborghini Strategy	Mr. Winkelmann
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3	12.45 – 13.00 Financial Growth	Mr. Poma
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4	13.00 – 13.20 Business model & Customer journey	Mr. Foschini
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5	13.20 – 13.40 Technology & Product	Mr. Pacini
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6	13.40 – 14.00 Q&A	
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7	14.00 – 15.00 Production site visit incl. Q&A	Mr. Niccoli
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15.00 – 15.30 | Coffee break

8	15.30 – 16.30 Technical Information & Test Drives	
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T ROWE PRICE INVESTOR FIELD TRIP

Luca Pacini | Head of R&D Strategy & Projects Coordination

TECHNOLOGY DNA





LAMBORGHINI WAY

THE SPORTINESS OF THE FUTURE

POWERTRAIN AND ELECTRIFICATION COMPETENCE

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

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



LIGHTWEIGHT MATERIAL & AERODYNAMIC DISTINCTIVENESS

CARBON FIBER KNOW-HOW

**WEIGHT
REDUCTION**

**STIFFNESS TO
WEIGHT RATIO**

**SUSTAINABLE
MATERIAL**

**ADDED VALUE
FOR CUSTOMER**

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

SMART-AERO

**PRECISE
DOWNFORCE**

**PERFORMANCE
INCREASE**

**SMART
MATERIALS**

**LOWER AIR
RESISTANCE**

Different Patents that allow us to be a reference point



ADVANCED CHASSIS SYSTEM

RACE DRIVING MAKE EASY

VEHICLE
DYNAMICS

CONTROL

A D A S



HMI DIGITAL DISTINCTIVENESS

INTUITIVE & CONNECTED - ENHANCING THE FUN TO DRIVE



LEADERBOARD

**EMOTION
RECOGNITION**

AI COACH

**REAL TIME
TELEMETRY**

REMOTE GARAGE

BIOMETRICAL DATA

PLATFORMS SHARED WITHIN DIGITAL ECOSYSTEM OF THE GROUP

Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G.

BREATHLESS EMOTIONS IN A NEW ERA

TO INSTILL LAMBORGHINI'S DNA



INTEGRATED CONTROLS



FUN TO DRIVE IN EVERY ROAD AT EVERY CONDITION

Huracán Sterrato: Fuel consumption (combined): 14.9 l/100km; CO₂ emissions combined: 337 g/km; CO₂ Class: G; Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G; Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage;



DIREZIONE COR TAURI

TAKING THE BEST OF TWO WORLDS

INTERNAL COMBUSTION
ENGINE

ELECTRIFICATION

TECHNOLOGY TO BOOST PERFORMANCE
"DRIVE BETTER AND FASTER"



Temerario: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Revuelto: Fuel consumption (weighted combined): 11.86 l/100 km; Electric power consumption (weighted combined): 10.1 kWh/100 km; CO₂ emissions (weighted combined): 276 g/km; CO₂ Class (weighted combined): G; Fuel consumption with empty battery (combined): 17.8 l/100 km; CO₂ Class with empty battery: G; Lanzador is a concept car, not available for sale; Urus SE: Fuel consumption (weighted combined): 2.08 l/100 km; Electric power consumption (weighted combined): 39.5 kWh/100 km; CO₂ emissions (weighted combined): 51.25 g/km; CO₂ Class (weighted combined): B; Fuel consumption with empty battery (combined): 12.9 l/100 km; CO₂ Class with empty battery: G;

SQUADRA CORSE 2025

A WORLDWIDE CHALLENGE



«HYPER COMPETITION»



THE MOST CHALLENGING CHAMPIONSHIPS



ICONIC RACES



ONE-MAKE SERIES
IN 3 REGIONS

40 RACES
MORE THAN 100 CARS



The data on fuel consumption, power consumption, CO₂ emissions and electric range were determined in accordance with the legally prescribed measurement procedure "Worldwide Harmonized Light Vehicles Test Procedure" (WLTP) pursuant to Regulation (EC) 715/2007. Additional equipment and accessories (add-on parts, tire format, etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics and, in addition to weather and traffic conditions and individual driving behavior, can influence the fuel consumption, power consumption, CO₂ emissions, electric range and driving performance values of a vehicle. Further information on WLTP can be found at www.audi.de/wltp.

For further information on the official fuel consumption and official specific CO₂ emissions of new cars, please refer to the "Guide to the fuel and energy consumption and CO₂ emissions of new cars", which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern or under www.dat.de.