

COMMERCE

## Lamborghini hires from Audi for CEO position

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*Lamborghini Spyder*

By STAFF REPORTS

Italian automaker Lamborghini has named the former Ferrari Formula 1 team principal its new CEO.

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Stefano Domenicali was most recently at Audi, serving as the automaker's vice president of new business initiatives. Lamborghini's outgoing CEO Stephan Winkelmann will be going to Audi, where he will head the brand's performance car division quattro GmbH, which makes the R and RS models.

Team lead

Mr. Domenicali, who will assume his new role at Lamborghini in March, spent 23 years leading Ferrari's racing team. He left Ferrari for Audi in 2014.

According to [Automotive News](#), Mr. Winkelmann doubled Lamborghini's deliveries, reaching 3,245 units in 2015. Under his leadership, revenues at the car brand tripled.

Lamborghini hired 192 new employees in 2014, a record for the automaker.



*Lamborghini president Stephan Winkelmann with 2014 hires*

Fifty percent of the new hires were under the age of 30, showing the auto brand's dedication in training and investing in young talent, particularly qualified technicians and specialists. This, along with strengthening sales, is another measurement of the growth currently being experienced by Lamborghini and other luxury automakers ([see](#)

story).

"Over the past 11 years Stephan Winkelmann has transformed Lamborghini into a global leader in the manufacture of super sports cars," said Rupert Stadler, chairman of the board management of Audi AG and chairman of the administrative board of Automobili Lamborghini. "His successor, who also possesses a wealth of experience in this area, will be continuing this success."

Lamborghini is making moves beyond its expected portfolio.

The automaker is expanding its range with production of an SUV, which will be the third model offered by the brand when it launches in 2018.



### *Lamborghini Urus*

First unveiled as a concept car called the Lamborghini Urus at the 2012 Beijing Auto Show, the SUV will be produced in Sant'Agata Bolognese, Italy. Production of this vehicle will grow the company and provide new opportunities, as the company plans to invest hundreds of millions of dollars during the car's lifecycle ([see story](#)).

As Lamborghini extends itself outside of the classic sports car, having an executive who has helmed more diverse companies may prove a benefit.

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