

AUTOMOTIVE

Urus SUV propels 2019 Lamborghini sales numbers to historic highs

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The Urus Super SUV accounted for nearly 60 percent of all cars sold by Lamborghini last year. Image courtesy of Lamborghini. Photo credit: Ingo Barenstee

By STAFF REPORTS

Italian sports carmaker Lamborghini said 2019 was the most successful year in its history, with a doubling of sales in only two years and one that was almost single-handedly attributed to the immense response to its Urus SUV.

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The Sant'Agata Bolognese-based brand sold 8,205 cars worldwide last year, a 43 percent jump from 2018's 5,750. The company claims consistent sales growth in the past nine years, with the United States as its largest single market.

"Our Super SUV Urus sold almost 5,000 units, a number that comes close to our total sales volume in 2018," said Stefano Domenicali, chairman/CEO of Automobili Lamborghini, in a statement.

"With new content and new technologies, our V10 and V12 super sports cars models retained their market success," he said.

"Simultaneously, we further increased our high brand awareness, especially with the younger generations, having multiplied our following on social media channels to more than 40 million. All this is a real team achievement."

Lamborghini is a subsidiary of Volkswagen's Audi unit.

Racing ahead

All three regions where Lamborghini sells via 165 dealers serving 51 countries posted an uptick in sales volume and percentage growth.

The Europe, Middle East and Africa region last year saw a 28 percentage growth in sales to 3,206 vehicles, Americas up 45 percent to 2,837 units and Asia Pacific sales were up 66 percent to 2,162 cars sold.

The U.S. was the largest single market with 2,374 units sold, followed by mainland China, Hong Kong and Macau's 770, United Kingdom's 658, Japan's 641, Germany's 562, Middle East's 387, and Canada and Italy both at 370 each.

Deliveries were up in each of these markets.

The V12 Lamborghini Aventador sold 1,104 units and the V10 Lamborghini Huracn, now known as the Huracn EVO in 2019 with new design and technology, delivered 2,139 units.

Indeed, only five years after beginning production, a Lamborghini Huracn number 14,022 rolled off the assembly line, overtaking its predecessor, the Gallardo, that took 10 years to reach the same milestone. This car is now the most successful Lamborghini of all time sales wise.

The star of the show last year undoubtedly was Lamborghini's Urus.

Per the company, Lamborghini sold 4,962 Urus units in 2019, its first full year of market availability, up 182 percent from 1,761 in 2018.

PLANS FOR this year include developing hybrid variants for all next-generation models.

Lamborghini will also continue its strategy to present new models and efforts in exclusive and personalized settings and events for customers and media. Consequently, it will not be present at the upcoming Geneva Motor Show 2020.

"Lamborghini remains confident in its overall outlook," the company said in a statement.

"In spite of increasing geopolitical uncertainties, upcoming U.S. presidential elections and possible tariff challenges on a global and European level, the key economic denominators remain generally positive while less predictable.

"With continuing growth expected in the large economies around the world and due to its young and attractive product portfolio, Lamborghini expects further growth in new dimensions of both unit sales and turnover in the medium term."

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