

AUTOMOTIVE

Lamborghini latest luxury automaker to report strong 2020 sales

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The sports carmaker overcame the challenges of the pandemic and sold more than 7,400 vehicles. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker **Automobili Lamborghini** had a record-breaking 2020, even after its production line was closed for more than two months because of the coronavirus pandemic.

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Since the spring lockdown was lifted, Lamborghini introduced six new models including the Huracn EVO RWD coup and Spyder. Lamborghini delivered more than 7,400 vehicles in 2020 and reports more than half of its 2021 schedule is now full.

Marque achievements

Lamborghini broke its six-month sales record and delivered 7,430 vehicles during 2020. While this is below 2019's record of 8,205 cars sold ([see story](#)), the automaker made up for lost time after a 70-day closure.

The sports carmaker also surpassed the 10,000 units sold milestone for its Urus and Aventador models.

Lamborghini also made successful pushes in the digital sphere.

The automaker turned to augmented reality to debut the new Huracn EVO RWD Spyder ([see story](#)) and built its social media presence. In addition to growing its Instagram following by 6 million, Lamborghini is the first luxury super sports car brand to launch on video platform TikTok.



Stephan Winkelmann returned to Lamborghini as president and CEO in December 2020. Image credit: Lamborghini

Wrapping up 2020, Lamborghini named Stephan Winkelmann, president of Bugatti, as its president and CEO effective Dec. 1. During his previous stint in the role from 2005 to 2016, Mr. Winkelmann oversaw the introduction of cutting-edge cars such as the Gallardo, the V10 Huracn and V12 Aventador and set a number of new sales records ([see story](#)).

"The 2020 results are a clear demonstration of the excellent work that, despite the difficulties of a year of global challenges, was carried out by the entire Lamborghini team with enormous dedication and a spirit of resilience," Mr. Winkelmann said in a statement. "It is a great honor for me to again be part of our future: the sense of community felt so strongly during the past year, along with the values of social responsibility and the drive toward innovation that has always distinguished Lamborghini, will be the basis for confronting a challenging 2021, with the aim of consolidating the product range, seeking new business prospects, and further strengthening the brand."

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