

AUTOMOTIVE

Lamborghini sees record Q1, as luxury car sales soar

April 19, 2021



The Urus SUV is the most popular model from Lamborghini. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini saw record sales in the first quarter of 2021, with positive growth in the United States, China and Germany.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Lamborghini delivered 2,422 sports cars from January to March 2021, up 22 percent from the previous first quarter record in 2019. Sales were also up 25 percent year-over-year from Q1 2020.

Soaring sales

The Urus remains Lamborghini's most popular model, selling 1,382 vehicles in Q1. The Huracn and Aventador follow, with 753 and 287 models sold, respectively.

Lamborghini continues to perform well in several key markets, particularly the U.S. and China.

Super-luxury car sales continue to climb worldwide, even after temporary setbacks from the COVID-19 pandemic.



Lamborghini is on pace to break more sales records. Image credit: Lamborghini

Lamborghini had a record-breaking 2020, even after its production line was closed for more than two months

because of the coronavirus pandemic.

Since the spring lockdown was lifted, Lamborghini broke its six-month sales record and introduced six new models. The automaker delivered more than 7,400 vehicles in 2020 and reported in January that more than half of its 2021 schedule was already full ([see story](#)).

In 2019, Lamborghini set its annual sales record with 8,205 units sold.

"Lamborghini continues to respond to strong market demand with a growing appeal despite the ongoing market challenges and uncertainties," said Stephan Winkelmann, president and CEO at Automobili Lamborghini, in a statement. "We have a very positive outlook ahead for this year, thanks to an order bank that has grown by 25 percent compared to the first quarter of 2020 and already covers nine months of production.

"We are ready to pursue the new objectives we have set and to respond concretely, with significant innovations, to the moment of extensive transformation that is affecting the automotive industry as a whole," he said.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.