

AUTOMOTIVE

Lamborghini sales on record pace through Q3

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Lamborghini deliveries are not slowing down. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is still on pace for a record year, with deliveries for the first nine months of 2021 up 23 percent from the same period in 2020.

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Between January and September, Lamborghini has delivered a record 6,902 vehicles to customers. Last year, the automaker improved on its performance in the first three quarters of 2019, prior the COVID-19 pandemic, with an increase of 6 percent in deliveries.

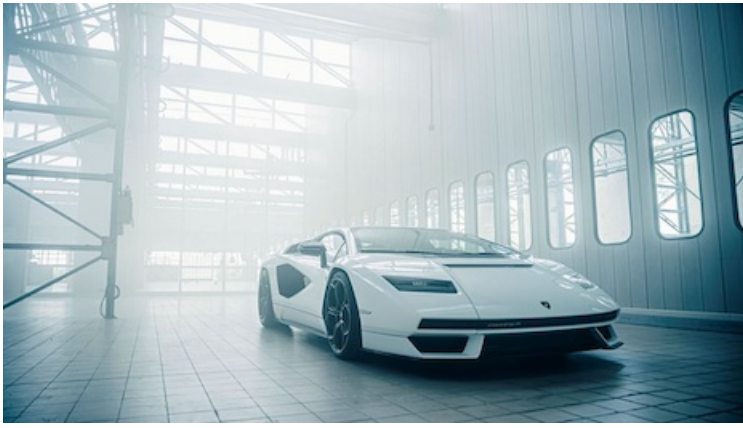
"The Lamborghini brand is in an extremely strong position, with a comprehensive and highly desirable model range across V10, V12 and the Urus Super SUV," said Stephan Winkelmann, chairman and CEO at **Lamborghini**, in a statement.

Sales rev up

Lamborghini was on trajectory for a record year starting with the first quarter.

The automaker 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 ([see story](#)).

Through the first three quarters of 2021, deliveries are up 25 percent year-over-year in the Americas an increase of 2,407 units.



The Countach LPI 800-4. Image credit: Lamborghini

In EMEA, deliveries have increased by 2,622 deliveries for 17 percent growth y-o-y.

APAC is the automaker's fastest-growing region, up 28 percent y-o-y for the first nine months of the year an additional 1,873 vehicles.

The Urus Super SUV accounts for nearly six in 10 Lamborghini models sold, with 4,085 units in the first three quarters an increase of 25 percent y-o-y.

Deliveries of the Huracn are up 28 percent, with 2,136 deliveries from January to September. Aventador sales are flat at 681 units, in line with the automaker's expectations.

Lamborghini has also seen a positive response with limited editions, including the Aventador Ultima and Countach LPI 800-4.

"The company not only weathered the difficult climate of the last 18 months but consistently maintained its volume growth, which is testament to the strength of our product portfolio, the marque's continuing appeal worldwide and our business strategy and dealer network," Mr. Winkelmann said.

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