

AUTOMOTIVE

Lamborghini hit new sales records in 2021

January 12, 2022



Stephan Winkelmann, chairman and CEO of Lamborghini. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini has reported 2021 as its best year to date, as it hit new all-time sales records.

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

Compared to 2020, global sales were up 13 percent due, primarily, to a targeted and monitored growth strategy. In the United Kingdom, specifically, sales were up 9 percent compared to 2020 as the automaker delivered 564 cars in the region.

"This record has provided confirmation of four factors for us: the solidity of our strategic plan, our brand's outstanding international reputation, the competence and passion of our people and the exceptional professionalism and dynamism shown by our 173 dealers in 52 markets," said Stephan Winkelmann, chairman and CEO of Lamborghini, in a statement.

Hitting new records

Lamborghini saw double-digit growth in the Americas (14 percent), Asia Pacific (14 percent) and EMEA (12 percent).

For individual markets, the United States maintained its top spot with 2,472 units sold, up 11 percent from the previous year. China recorded 935 units sold, up an impressive 55 percent compared to 2020, followed by Germany at 706 units (16 percent) and the U.K. with 564 units (9 percent).

Lamborghini's home market, Italy, also saw a slight increase of 3 percent to 359 vehicles sold.



Lamborghini Huracn STO. Image credit: Lamborghini

Lamborghini's Urus Super SUV saw continued success with 5,021 units delivered, followed by the V10-powered Huracn with 2,586 units sold. Additionally, there were 798 Aventadors delivered globally.

In 2021, Lamborghini launched three new models: Huracn STO - Super Trofeo Omologata; Aventador Ultima; and Countach LPI 800-4.

In addition to these new vehicles, the Italian automaker unveiled its upcoming electrification strategy.

The automaker presented a holistic approach in "Direzione Cor Tauri," Towards Cor Tauri its roadmap to the decarbonization of future Lamborghini models. Lamborghini is ensuring consumers that, throughout the electrification program, continued top product performance remains a priority ([see story](#)).

Over the course of four years, Lamborghini will spend more than \$1.7 billion to launch its first hybrid model in 2023 and electrify its entire range by the end of 2024. The brand has set a goal of cutting carbon emissions by 50 percent from 2025 and beyond.

© 2022 Napean LLC. All rights reserved.

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