

AUTOMOTIVE

Lamborghini inaugurates Monaco showroom

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Lamborghini has opened the doors of its newest dealership in Europe. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini has officially opened its new dealership and showroom in Monaco.

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Housed in a 218-square-meter space at 24 Avenue de Fontvieille, the new space is divided into two areas where clients may either explore the product range or create their own personalized vehicle in the Ad Personam lounge. The new showroom intends to provide a 360-degree experience for prospective and returning clients, including experts who guide visitors through each step of the journey.

"Iconic Monaco, with its strong automotive and motorsport connotations, deserves the best of design and customer experience," said Stephan Winkelmann, chairman and CEO of Lamborghini, in a statement. "The new dealership in the principality enhances our Monegasque clients' experience of our highly attractive product range, with a destination now appropriately located in the center of Monaco."

From Italy to Monaco

This opening marks the 74th Lamborghini dealership in the Europe, Middle East and Africa region, out of 179 worldwide.



Outside of the Lamborghini Monaco grand opening celebration. Image credit: Lamborghini

To celebrate the grand opening, the auto manufacturer displayed a limited series range of vehicles outside the building, including the Reventon Roadster, Countach LPI 800-4 and Lamborghini's first hybrid super sports car, the SinFKP 37.

Completing the line-up was the Aventador LP 780-4 Ultimae: the final production V12 from Sant'Agata Bolognese. Inside the showroom, the latest V10 Lamborghini was presented to guests, the Huracan Tecnica.

Guests and high-profile figures who attended the grand opening event enjoyed culinary creations from Chef Mauro Colagreco the chef at Michelin-star restaurant Mirazur. The event concluded in a musical lounge evening with a saxophone performance.

In its Q1 2022 financial earnings report, published last week, the marque reported revenues of 592 million euros, or \$624.9 million at the current exchange, in the first three months of 2022 a 13.3 percent increase year-over-year.

After a successful 2021, in which the company recorded its best performance to date for turnover and profitability, Lamborghini delivered 2,539 vehicles, breaking the record seen in the first quarter of 2021 ([see story](#)).

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