

AUTOMOTIVE

Lamborghini achieves record annual delivery numbers, US dominates sales in 2022

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The United States dominated Lamborghini's record number of deliveries, making more orders than any other region. Image courtesy of Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is stating that 2022 brought more deliveries than ever before.

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Last year marked the best year on record for the company, as Lamborghini achieved its highest sales numbers in history. Deliveries alone rose 10 percent from 2021, amounting to 9,233 vehicles globally.

"Our trend of growth and development continues, and this shows that our direction is sound and our choices are on the mark," said Stephan Winkelmann, chairman and CEO of [Automobili Lamborghini](#), in a statement.

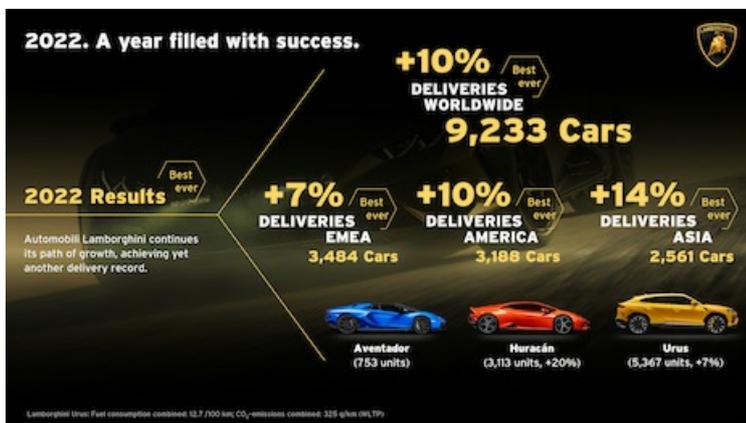
"This is the product of well-defined collective assessments that can produce consistent and concrete results," Mr. Winkelmann said. "We have been able to carefully and meticulously manage an extraordinary order intake, pursuing a clear strategy with the primary objective of maintaining controlled growth to protect the exclusivity of our brand.

"2023 is going to be a year of challenges and changes that we are ready to confront by always pushing ourselves beyond."

Reeling in records

Lamborghini's sales have remained steady over the last two years, signaling resilience and expansion.

The company broke standing fiscal records in nearly every key region. Its distribution within Asia grew by 14 percent, by 10 percent in the United States and by 7 percent in EMEA, compared to 2021.



Deliveries across key regions are up from 2021, with Asia experiencing the largest growth in numbers. Image courtesy of Lamborghini

Lamborghini reports that its number of dealers also rose from 173 to 180 this past year, spread across 53 countries. This furthered the accessibility of the brand, driving sales in new areas.

Customers within the United States ordered the most vehicles of any one region. Lamborghini delivered 2,721 cars to the country, a 10 percent increase from 2021.

The second-highest number of national deliveries went to China, Macau and Hong Kong, amounting to 1,018 vehicles. This figure shows a 9 percent increase from the year before, further asserting the fact that Lamborghini is experiencing worldwide success in a competitive landscape.

The company also delivered 808 vehicles to Germany, 650 vehicles to the United Kingdom and 546 vehicles to Japan, showing a year-over-year growth of 14 percent, 15 percent and 22 percent respectively.

Out of the cars delivered, the Urus Super SUV was the most popular, with 5,367 deliveries, a seven percent increase from 2021. Huracán was the next most popular, making up 3,113 of the total deliveries an impressive 20 percent increase since 2021.

Though it is no longer produced as of Sept. 2022, the Aventador was the third-highest ranking vehicle of last year, with 753 orders total.



The growth experienced by the company is being attributed to its innovations, move towards hybrid models and expanded dealerships. Image credit: Lamborghini

Lamborghini started out 2022 with the release of the Huracán Tecnica, a more aerodynamic road-to-track take on the Huracán STO, in April. In November, the Huracán Sterrato, another V10 sports vehicle, was unveiled.

Lamborghini also came out with two models of the Urus Super SUV, including the Urus S and the versatile Urus Performante. The latter would go on to break the world record for the fastest time on the Pikes Peak International Hill Climb track. Lamborghini presented the new models at the sports car event, The Quail, in August.

The company also continued efforts towards a fully-electric goal, earning the "Green Star Award" for the second time in two years. Lamborghini's recognition as one of Italy's most sustainable brands comes as the company shares plans to invest over \$1 billion in related advances over the next five years.

As part of this shift, 2023 will bring about the company's first hybrid vehicles something Lamborghini has already been positioning for ([see story](#)).

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