

COMMERCE

Revuelto model drives Lamborghini's best-ever half year results

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For the first half of 2023, the automaker highlights record fiscal highs. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is announcing record highs in all aspects of its business for its current fiscal period.

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For the first half of 2023, the manufacturer is taking a big step forward, highlighting an already important year for the company, as its 60th-anniversary celebration is ongoing. Profits, revenue, financial returns and vehicle deliveries reached all-time peaks, spurred by orders for its new hybrid model, the Revuelto.

"We have achieved yet another record half-year for our company, and take great pride, once again, in communicating the results," said Stephan Winkelmann, chairman and CEO of [Automobili Lamborghini](#), in a statement.

"We are really excited about these numbers, delivered with only two models in the range, in a year that we can define as special for Lamborghini," Mr. Winkelmann said. "In fact, 2023, in addition to marking the company's 60th anniversary, has seen the launch of the Revuelto, the first plug-in hybrid in our history, and the presentation of the SC63, the most advanced racing car ever designed by Lamborghini that follows the company's Direzione Cor Tauri strategy for electrifying the range."

Record highs

Alongside the Revuelto's success, with initial pre-orders covering two years of production, the Urus and Huracn hold up current models in line with the overall success of luxury SUVs and the brand's signature supercars.

Both of the vehicle families have sold out production through the end of 2024, accounting for global deliveries of 5,341 cars through the first half of the year, up 4.9 percent year-over-year (y-o-y). Profits and revenue also rose in the high single-digits.

Once again we achieved record-breaking sales results. Thanks to the commercial success of the Urus and Huracn families, our brand has reached another milestone in this already special year with 5,341 global delivery units, representing a 4.9% increase compared to H1/22.

Total revenue for H1 2023 reached 1.421 billion euros, equivalent to \$1.55 billion at the current exchange rate, a 6.7 percent boost from last year. Profits also increased by 7.2 percent, landing at just under \$500 million.

With these overall surges, return on sales achieved a milestone mark, setting a record at 32.1 percent, a 0.2 percent increase y-o-y.

The United States remained the Italian automaker's biggest business by country, accounting for over 30 percent of all cars delivered globally. Alternatively, EMEA reigned as the most popular region, making up nearly half of all deliveries.

Lamborghini is part of the Audi Group, which recently unveiled its earnings for the first half of 2023, showcasing mixed results despite revenue growth ([see story](#)).

"We are proud to once again confirm Lamborghini's growth path," said Paolo Poma, managing director and CFO of Automobili Lamborghini, in a statement.

"The positive trend reinforces our expectation that we will close the year with further record results in all the key financial metrics, with profitability that confirms Lamborghini's place among the leading brands in the luxury segment."