

AUTOMOTIVE

# Lamborghini opens new showroom in Seattle

October 13, 2023



*The Emerald City space expands the company's footprint in the U.S., by far its single most sizeable market. Image credit: Lamborghini*

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By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is expanding its presence in the Pacific Northwest.

Washington State's Emerald City is the site of the luxury car manufacturer's newest showroom. Offering an array of services, the Seattle space expands the company's footprint in the United States, by far its single most sizeable market.

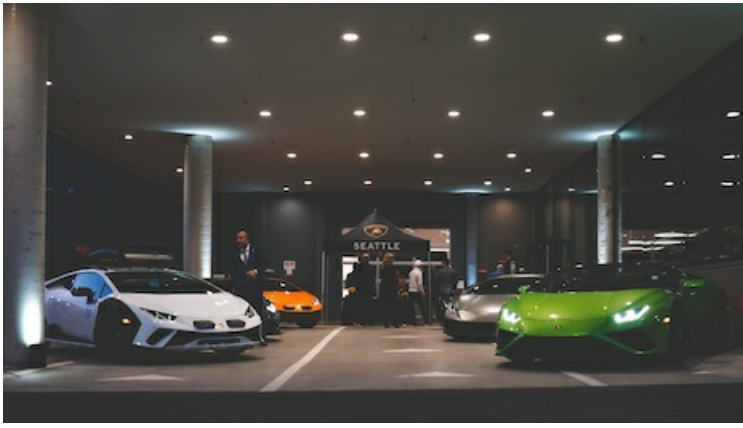
"Seattle ranks among the top wealthiest cities in the United States, making it the ideal location for Lamborghini's latest showroom," said Andrea Baldi, president and CEO of [Automobili Lamborghini America](#), in a statement.

"Following a record-setting first half of the year in terms of sales, turnover and profitability, demand for Lamborghini vehicles is at an all-time high," Mr. Baldi said. "As the brand transitions into a new era of electrified vehicles, Lamborghini Seattle will provide a further elevated experience for our customers with its new state-of-the-art facility."

## Racing forward

Situated at 13617 NE 20th Street in Bellevue, Washington, Lamborghini's retail space aims to provide clients with a fully immersive lifestyle experience.

The 2,707 square-foot sales floor embodies the contemporary style of Lamborghini cars, opting for many of the same sharp angles, characteristic polygons and bold colors, with diffused lighting lofted throughout.



*The automaker hosted a grand opening event in celebration of the showroom launch. Image credit: Lamborghini*

This week, a grand opening event reception helped the brand's first high-performance electrified vehicle make its market premiere.

The new v12 plug-in hybrid Revuelto was joined by a rare 1988 Lamborghini Countach, as well as a more modern 2022 Countach LPI 800-4 model as guests enjoyed northern Italian cuisine from award-winning restaurant Cascina Spinasse at a ribbon-cutting ceremony attended by Mr. Baldi, among other corporate officials.



*Andrea Baldi, president and CEO of Automobili Lamborghini America, joins the Seattle ribbon-cutting ceremony. Image credit: Lamborghini*

After introducing the grounds to VIPs, the Seattle site is now officially open for business.

One corner of the state-of-the-art facility involves the company's refreshed Ad Personam customization roll-out, allowing clients to cover each inch of their new vehicle in bespoke options.

Launching globally, the room was also integrated into the brand's first and newly-opened location in Budapest ([see story](#)).



*Lamborghini's state-of-the-art facility involves the company's refreshed Ad Personam customization room. Image credit: Lamborghini*

The automaker's Huracn Tecnica and two new Urus Super SUVs have also found homes at the new showroom. In an effort to further enhance the customer experience, the showroom additionally houses the

brand's Collezione and Accessori Originali fashion collections.

A modernized retail experience, the building is said to be a "perfect canvas" for the current Lamborghini line, aiding the company in shaping sales with an upcoming electric transition in mind.

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