

AUTOMOTIVE

# Lamborghini gifts historic model to LA's Petersen Automotive Museum

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*The 2011 Aventador Coup was the first-ever Aventador to arrive in North America. Image credit: Lamborghini*

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By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is making a model donation.

Sharing the update on Aug. 21, the brand recently gifted a 2011 Aventador Coup to the Petersen Automotive Museum in Los Angeles. As the first-ever Aventador to arrive in North America, the car carries special provenance, marking a rare addition to the institution's growing collection of landmark vehicles.

"The Lamborghini V12 is essential to the DNA of the brand," said Andrea Baldi, CEO of [Automobili Lamborghini Americas](#), in a statement.

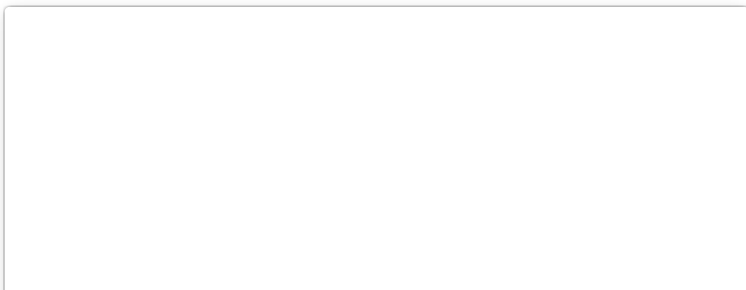
"It's a symbol of Lamborghini's performance and engineering prowess, with a legacy of being at the heart of some of the most iconic supercars ever created," Mr. Baldi said. "With our donation to the Petersen Automotive Museum, this Aventador has found a special home to be admired by auto enthusiasts and passionate fans of the brand."

## Preserving a flagship

Now on display in the Petersen Automotive Museum's newly extended Vault, the one-of-one Aventador Coup initially debuted in the U.S. in 2011.

Before formally unveiling the unit, Lamborghini used the model for private preview events in New York, Miami and Los Angeles, eventually repurposing it for press drives, marketing campaigns, service training and even competitive track appearances.

The supercar succeeded the Murcilago as the brand's flagship product and quickly became a bestseller, eclipsing sales records for previous V12 editions, earning its place in Lamborghini's lineage.



Instagram

Petersen Automotive Museum (@petersenmuseum)

It featured a pioneering carbon fiber monocoque chassis and was powered by the marque's V12 engine; the signature now graces modern-day descendants of the Aventador ([see story](#)).

"Receiving a donation from a marque like Lamborghini is always a milestone moment for our museum," said Terry L. Karges, executive director of the Petersen Automotive Museum, in a statement.

"We are so grateful that they have supported our effort to grow our collection of significant vehicles from the past 25 years."

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