



Automobili Lamborghini S.p.A.

UBS Investor Field trip
November 16, 2023

Robert Schwarzl | Head of Financial Communication, Analytics and Investor Relations

Paolo Poma | Chief Financial Officer, Managing Director and Board Member of Automobili Lamborghini

Lanzador: Model depicted is not available for sale.

DISCLAIMER



The following presentations as well as remarks/comments and explanations in this context contain forward-looking statements on the business development of the Audi Group. These statements are based on assumptions relating to the development of the economic, political and legal environment in individual countries, economic regions and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. The estimates given entail a degree of risk, and actual developments may differ from those forecast. All figures are rounded, so minor discrepancies may arise from addition of these amounts.

At the time of preparing these presentations, it is not yet possible to conclusively assess the specific effects of the latest developments in the Russia-Ukraine conflict on the Audi Group's business, nor is it possible to predict with sufficient certainty to what extent further escalation of the Russia-Ukraine conflict will impact on the global economy and growth in the industry in fiscal year 2023.

Any changes in significant parameters relating to our key sales markets, or any significant shifts in exchange rates, energy and other commodities or the supply with parts relevant to the Audi Group will have a corresponding effect on the development of our business. In addition, there may also be departures from our expected business development if the assessments of the factors influencing sustainable value enhancement and of risks and opportunities presented develop in a way other than we are currently expecting, or if additional risks and opportunities or other factors emerge that affect the development of our business.

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This information does not constitute an offer to exchange or sell or an offer to exchange or buy any securities.

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AGENDA | NOVEMBER 16, 2023



1 09.00 - 09.10 | Welcome & Introduction Mr. Schwarzl & Mr. Poma

2 09.10 - 09.30 | Lamborghini Strategy Mr. Poma

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Lamborghini Investor Field trip

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THE FOUNDATION

AN OUTSTANDING VISION TO REVOLUTIONIZE THE STATUS QUO



BORN AS A CHALLENGE

THE CREATION OF LAMBORGHINI BRAND

A BRAND SHAPED ON ICONIC MODELS



MIURA

THE REDEFINITION OF THE
SPORTSCAR CONCEPT



ESPADA

THE FIRST GT2+2



COUNTACH

A NEW DESIGN VISION



LM002

THE FIRST SUPER SUV IN
HISTORY

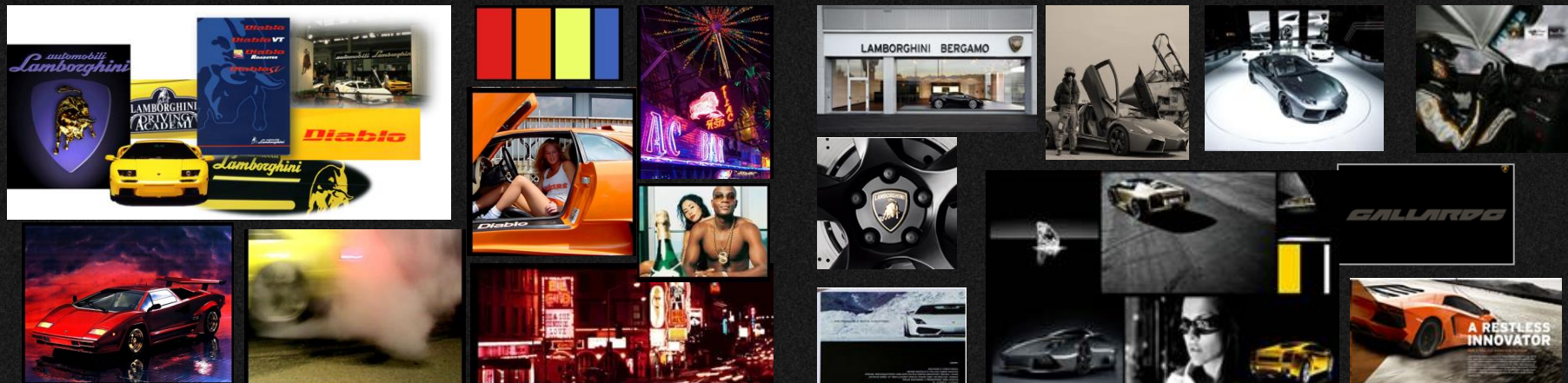
1963-1990

ICONIC MODELS PIONEERING NEW SEGMENT



BRAND DEVELOPMENT

FROM A GREAT NAME TO A REAL LUXURY BRAND



1990-2000

2001-2013

NO CLEAR IDENTITY

ITALIAN
EXTREME
UNCOMPROMISING

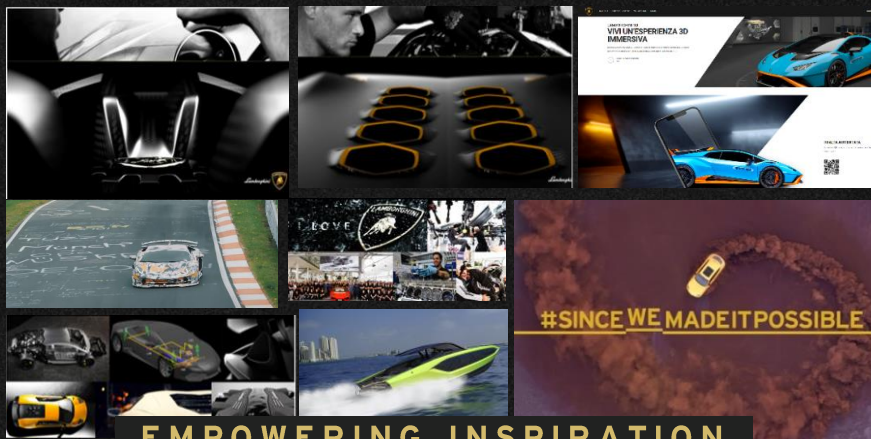
AN EXOTIC BRAND WITH
A GREAT NAME

REGAIN RESPECT WITH A SHARP
MESSAGE IN THE LUXURY SEGMENT



BRAND DEVELOPMENT

FOR A WIDER AUDIENCE WITH A STRONG FORWARD LOOKING ATTITUDE



EMPOWERING INSPIRATION
2014-2020

VISIONARY
CUTTING EDGE
PURE

**MORE HUMAN & SUITABLE FOR
A WIDER AUDIENCE**



DRIVING HUMANS BEYOND
2021-2030

BRAVE
UNEXPECTED
AUTHENTIC

**BECOME A SYMBOL OF HUMAN
PROGRESSION**

LAMBORGHINI TODAY

A SOLID COMPANY COVERING THE FULL AUTOMOTIVE VALUE CHAIN



DEVELOPMENT



MANUFACTURE



SALES

Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO₂-emissions combined: 332 g/km (WLTP); Urus: Fuel consumption combined: 14.4 l/100km ; CO₂-emissions combined: 320 g/km (WLTP); Revuelto: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Other models depicted are not available for sale.

BEING THE LEADER OF THE 'UNEXPECTED'



MIURA



COUNTACH



SESTO ELEMENTO



350 GTV



REVENTÓN



MARZAL



ESTOQUE



LM002



DESIGN DNA MATRIX





PRODUCT STRATEGY

A TWO DIFFERENT APPROACHES, SAME DNA

SUPERSPORTSCAR MODELS

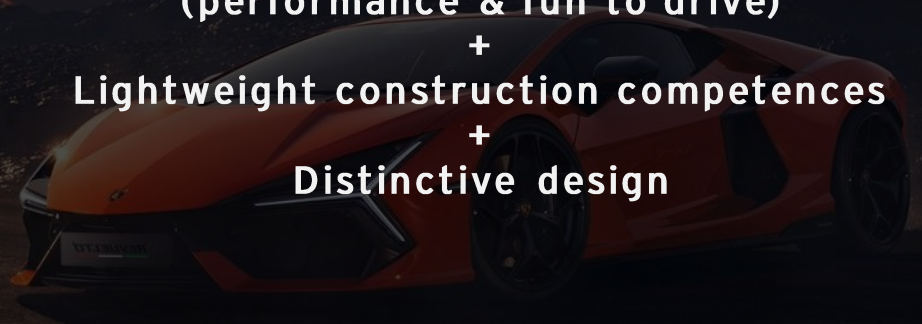
Know how on powertrain,
electrification & vehicle dynamics
(performance & fun to drive)

+

Lightweight construction competences

+

Distinctive design



A PURE ITALIAN DREAMCAR

VERSATILITY MODELS

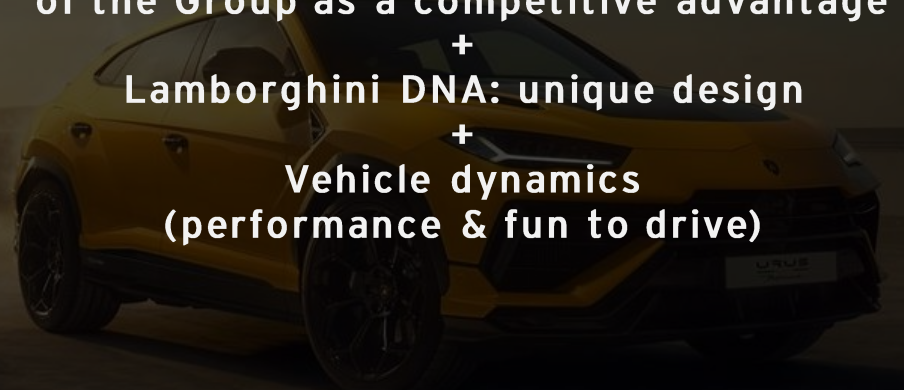
Synergies with high technological platform
of the Group as a competitive advantage

+

Lamborghini DNA: unique design

+

Vehicle dynamics
(performance & fun to drive)



PIONEERING NEW NICHES



AN OFFER TO SATISFY A WIDE RANGE OF CUSTOMER'S NEEDS

ROAD-LEGAL
MODELS

ONE
OFF

V12



V12



AUTENTICA AND INVENCIBLE

FEW OFF

V12



COUNTACH

DERIVATES



HURACÁN EVO
SPYDER



HURACÁN STO



HURACÁN
TECNICA



HURACÁN
STERRATO



URUS
PERFORMANTE

3 MODEL LINES

V12



REVUELTO



HURACÁN EVO



URUS S

TRACK MODELS



HURACÁN
SUPER TROFEO EVO2



HURACÁN
GT3 EVO 2



LMDh

V12



ESSENZA
SCV12

Countach: Fuel consumption combined: 19.5 l/100 km; CO₂-emissions combined: 440 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km; CO₂-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.9 l/100km; CO₂-emissions combined: 338 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km; CO₂-emissions combined: 331 g/km (WLTP); Huracán Tecnica: Fuel consumption combined: 14.5 l/100km; CO₂-emissions combined: 328 g/km (WLTP); Huracán Sterrato: Fuel consumption combined: 14.9 l/100km; CO₂-emissions combined: 337 g/km (WLTP); Urus Performante: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Revuelto: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Urus S: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Other models depicted are not available for sale.



FEW OFF

LIMITED RUN INITIATIVES TO BOOST BRAND AND PROFITABILITY

2007
REVENTÓN
UNITS: 35



2010
SESTO ELEMENTO
UNITS: 20



2013
VENENO
UNITS: 13



2016
CENTENARIO
UNITS: 40



2019
SIÁN
UNITS: 82



2021
COUNTACH LPI 800-4
UNITS: 112



Sián: Fuel consumption combined: 19,2 CO₂-emissions combined: 447 g/km (WLTP); Countach Fuel consumption combined: 19,5 CO₂-emissions combined: 440 g/km (WLTP); Other models depicted are not available for sale.

ONE OFF

UNIQUE MANUFACTURING EXCELLENCE



AVENTADOR J



SC18



SC20



AUTENTICA INVINCIBILE





NOT ONLY EXPERIENCE FOR CUSTOMERS

BUT A DREAM OF MANY



MOTORSPORT



GAMING AND SIMRACING



MAGAZINE & SOCIALS



BRAND EXTENSION



MUSEUM & PRODUCTION VISIT



COMMUNITY AND TERRITORY



INDUSTRIAL FOOTPRINT

A SIGNIFICANT SITE EXTENSION TO SUPPORT GROWTH



Museo Automobili
Lamborghini

1963 10,000 m²
108,000 ft²

2015 80,000 m²
860,000 ft²

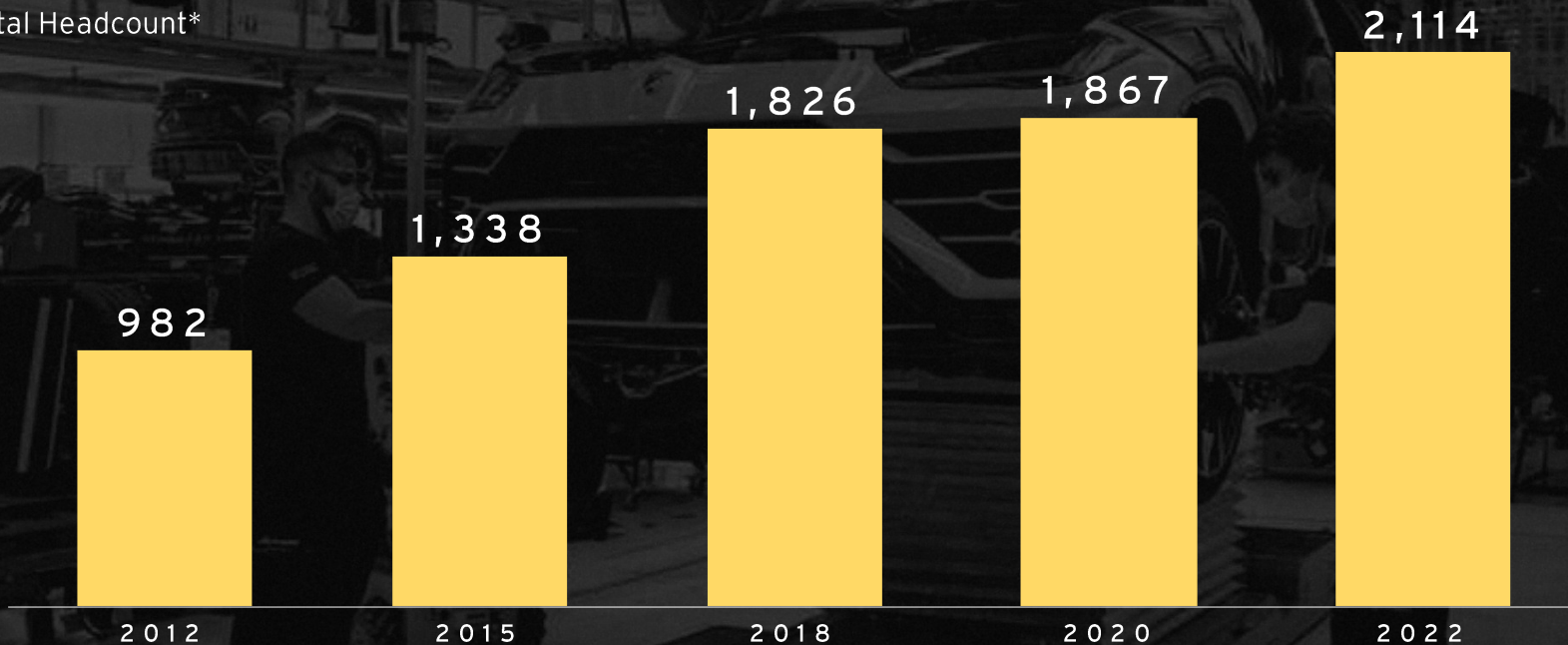
2023 182,000 m²
1,959,032 ft²



PEOPLE & ORGANIZATION

HEADCOUNT EVOLUTION

■ Total Headcount*



(*)Regions included

Models depicted are not available for sale.



REGIONAL FOOTPRINT

AN OPTIMAL COVERAGE AND A WELL BALANCED SALES DISTRIBUTION



AMERICA (35%)

50 Dealers **5** Markets

1st USA

9th Canada



EMEA (37%)

79 Dealers **33** Markets

3rd Germany

4th United Kingdom

6th Middle East

7th Italy

10th France & Monaco



APAC (28%)

53 Dealers **16** Markets

2nd China Mainland

5th Japan

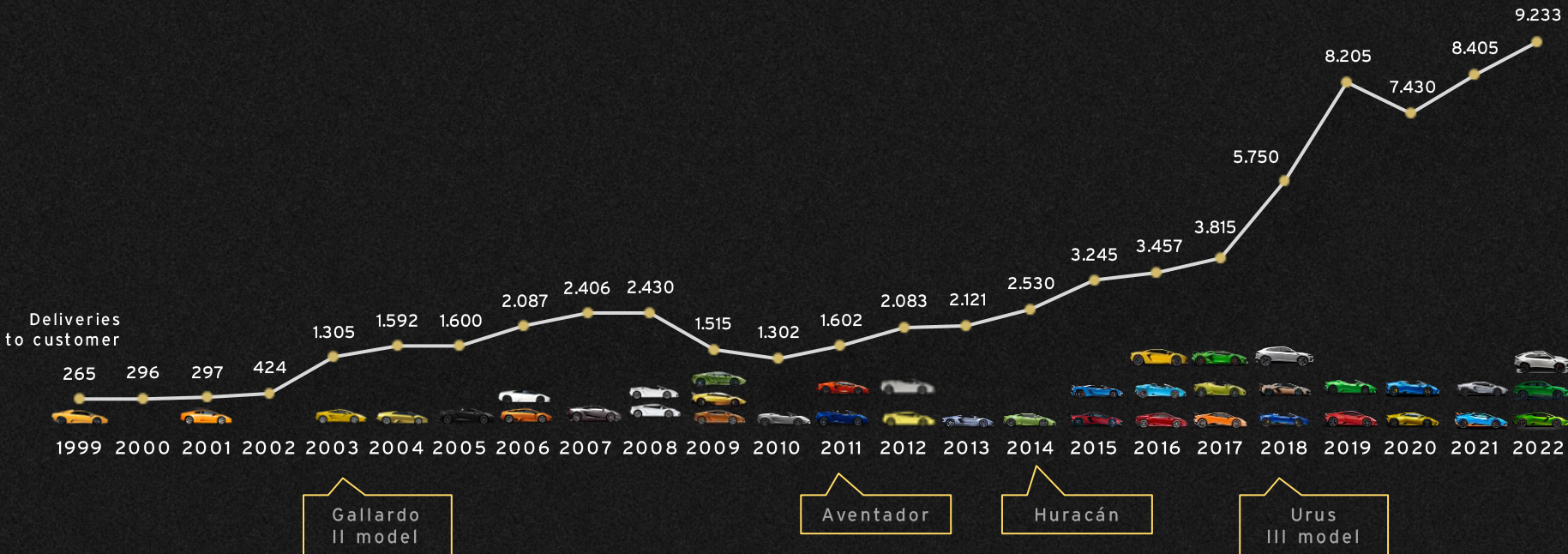
8th South Korea

Dealers **182**

54 Markets

SALES RESULTS

CONSISTENT GROWTH DRIVEN MAINLY BY THE SUCCESS OF NEW MODELS



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DIREZIONE COR TAURI

A STRONG COMMITMENT TO A SUSTAINABLE STRATEGY STARTED LONG AGO ...



2015

Plant CO₂ neutrality
on balance

2023

Launch the first
hybrid series car

2024

Electrify the entire
product range

2025

-50% decrease
in CO₂ fleet emissions

2028

IV model

2029

Urus follower

2030

Target -80% decrease
in CO₂ fleet emissions

TECHNOLOGY TO BOOST PERFORMANCE
"DRIVE BETTER AND FASTER"



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LAMBORGHINI DEVELOPMENT FROM 1 TO 2 SSC MODEL LINES

**SALES
x14**

**REVENUE
x21**

**OPERATING
PROFIT
TURNED
POSITIVE**

Sales 265 units
Revenue €47m
OP -€19m

**DEVELOPMENT
OF THE
COMPANY**

Sales 3.815 units
Revenue €1.009m
OP €52m

1999

Audi Acquisition

CARRY OVER V12 LAMBORGHINI DNA

ENHANCING V10 GROUP SYNERGIES WITH THE 2ND SSC MODEL LINE

2017

Last year with 2 SSC model lines



LAMBORGHINI GROWTH OF LAST FIVE YEARS AND 3RD MODEL LINE SSUV



Key Success Factors

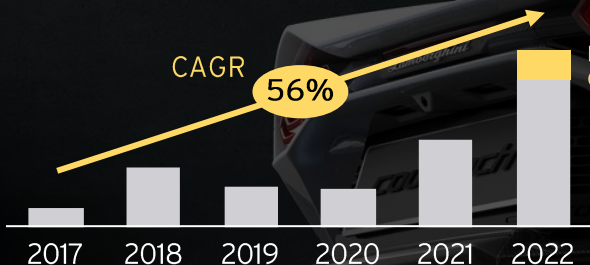
Luxury Profitability



BUSINESS DEVELOPMENT & PRODUCT MARGINALITY IN THE LAST FIVE YEARS

Order Bank

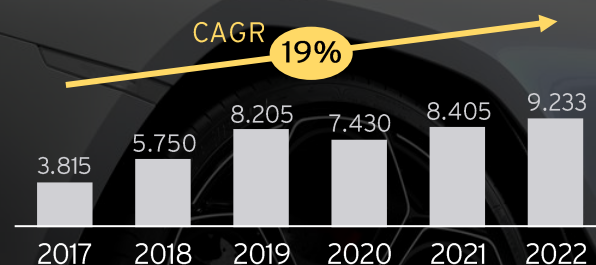
(units)



BRAND STRENGTH & STRONG DEMAND

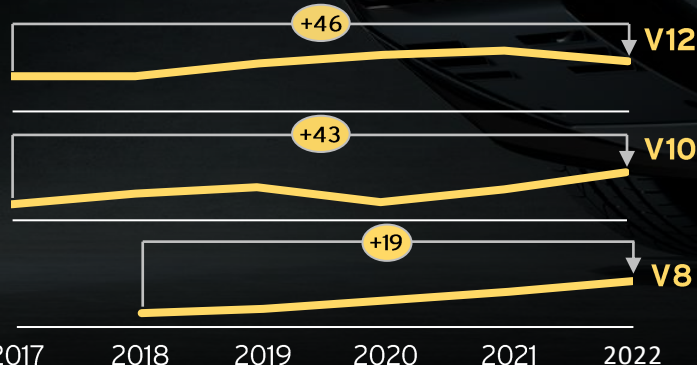
Deliveries to customers

(units)



Turnover per Car at constant FX

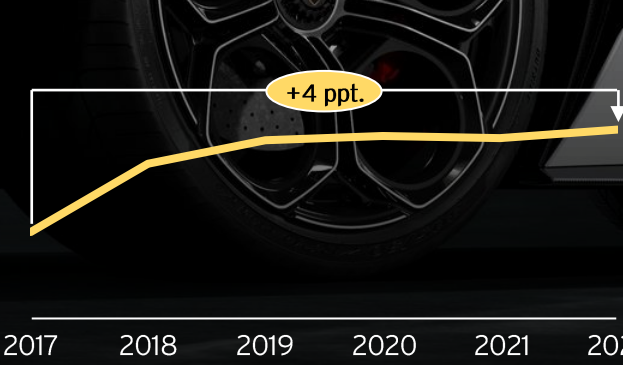
(€k)



PRODUCT MARGINALITY

Personalization on Turnover Cars & SP

(%)



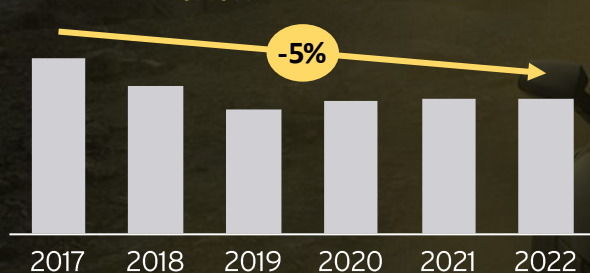


FINANCIAL SUSTAINABLE GROWTH IN THE LAST FIVE YEARS

Factory cost per car

(€k)

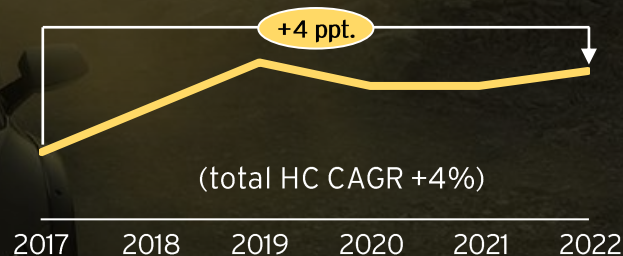
CAGR



LEAN
STRUCTURE

Car per Indirect Headcount

(Car/HC)



R&D on Turnover

(%)

-11 ppt.

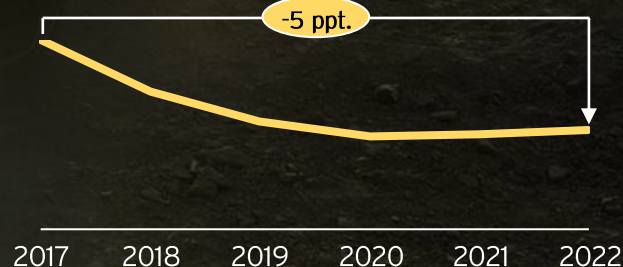


COST
MANAGEMENT

SG&A on Turnover

(%)

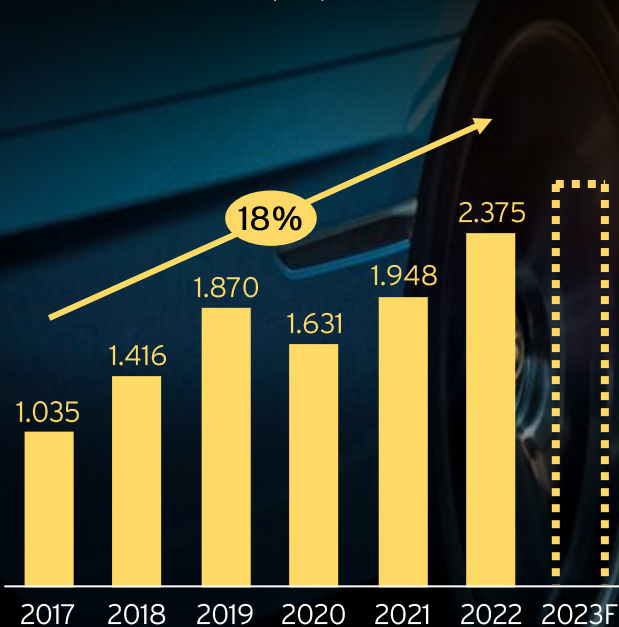
-5 ppt.



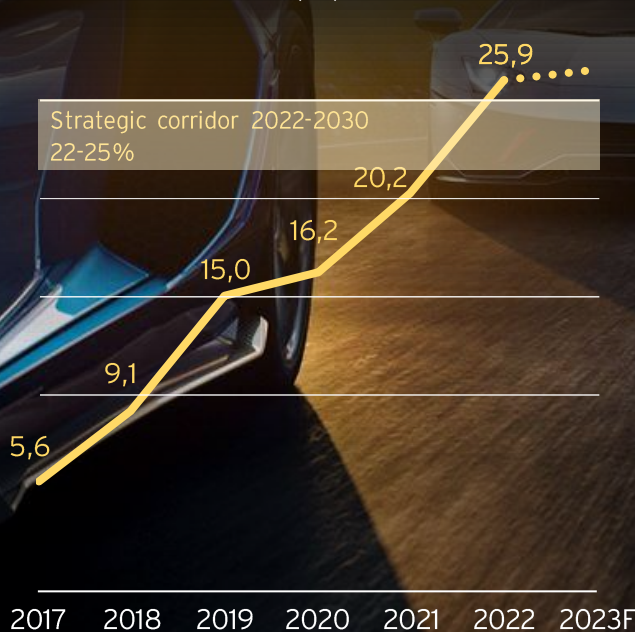


LAMBORGHINI ROAD TO LUXURY PROFITABILITY

Revenue
(€m)



Operating Profit
(%)



Luxury Segment
(RoS %)





LAMBORGHINI BEST YTD 3RD QUARTER RESULT EVER

Q3 YTD 2023 Results

ORDER BANK

Revuelto: entering 2026
Huracán and Urus:
covering till EOP*

REVENUES

€2,03b
+5,2% vs 2022

DELIVERIES TO CUSTOMERS

7.744 units
+4,2% vs 2022

RoS 30,5%
+0,9 ppt. vs 2022

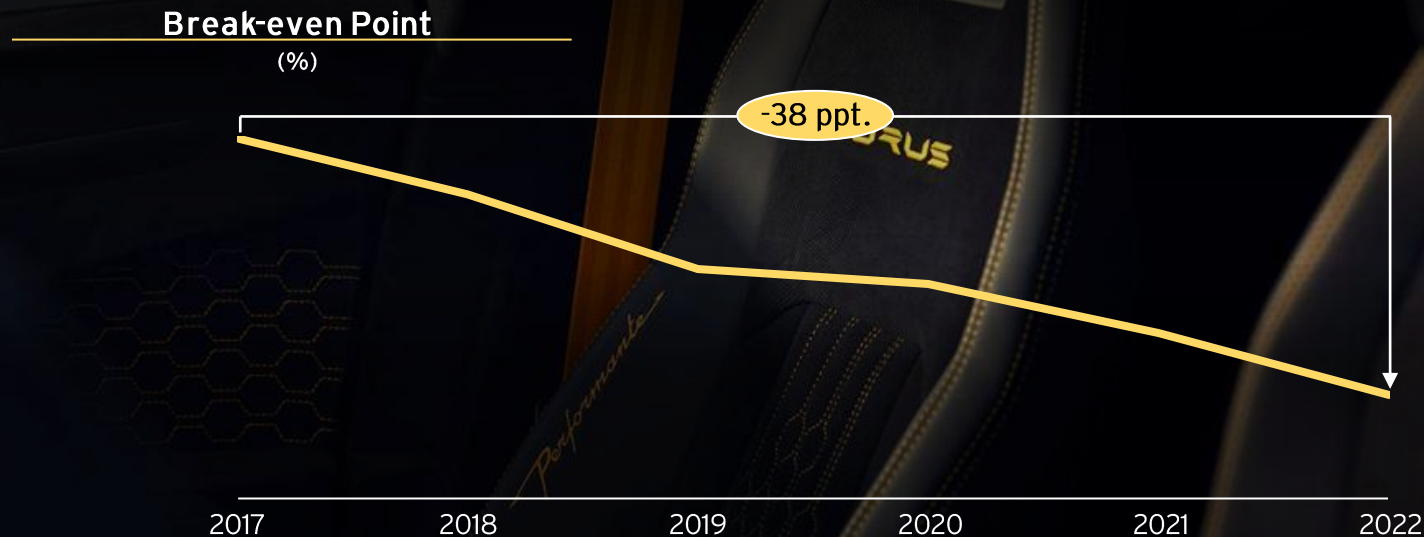
OPERATING PROFIT

€618m
+8,4% vs 2022

A VERY LEAN COST STRUCTURE ...



Decrease of the Break-even point thanks to the the introduction of the 3rd car line and costs management



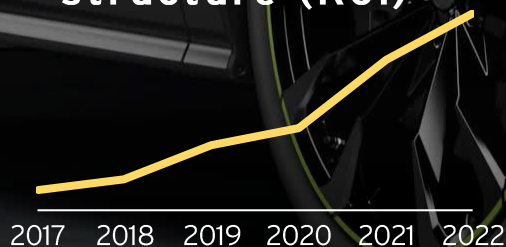


... COMBINED WITH A ROBUST CASH GENERATION

Negative Working Capital

Optimized Investment

Lean asset structure (RoI)

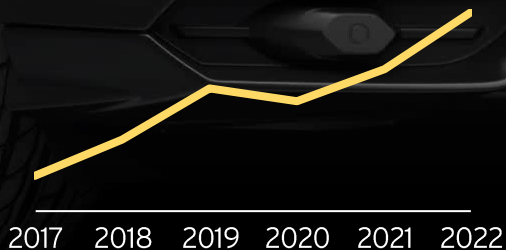


Asset Structure

Business development

Profitability at luxury level

Growing EBITDA



EBITDA

Strong and sustainable CASH GENERATING UNIT

**Strategy execution
100% SELF FUNDED**

Cash Flow



BRAND VALUE GROWING FAST, ALONG WITH FINANCIAL PERFORMANCE

2022 KPI

78,5

Brand Strength

Luxury avg. 80%

Automotive avg. 66%

70

Role of the Brand

Luxury avg. 68%

Automotive avg. 38%

2,1

Best Global Brand
2020

Interbrand

2,6

Best Global Brand
2021

Interbrand

3,1

Best Global Brand
2022

Interbrand

5,5

2030 TARGET



LUXURY PROFITABILITY WITH POTENTIAL IN PERSONALIZATION AND SIZE

Best in class profitability

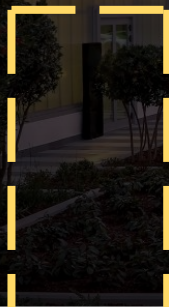
Potential in Personalization and Car Park growth

Size matters: potential growth with new product generation and 4th model line

RoS
%



Lamborghini



Brand A

Avg Selling Price*
(€k)



Lamborghini



Brand A

Sales
(units)



Lamborghini



Brand A

* Cars and Spare Parts



STRATEGY 2030

DIREZIONE

 **>10k**
CARS
yearly

PERFORMANCE

LAMBORGHINI DNA

HYBRID TRANSITION

ESG

COR TAURI

BEV

INVESTMENTS

BRAND EXPERIENCE

CONNECTIVITY

CO₂ Reduction

 **RoS**

>25%
Best in Class

First Hybrid
series car
2023

Hybridization
of whole portfolio
2024

First fully
electric model
2028

* Cars and Spare Parts



Q & A

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Lamborghini Investor Field trip

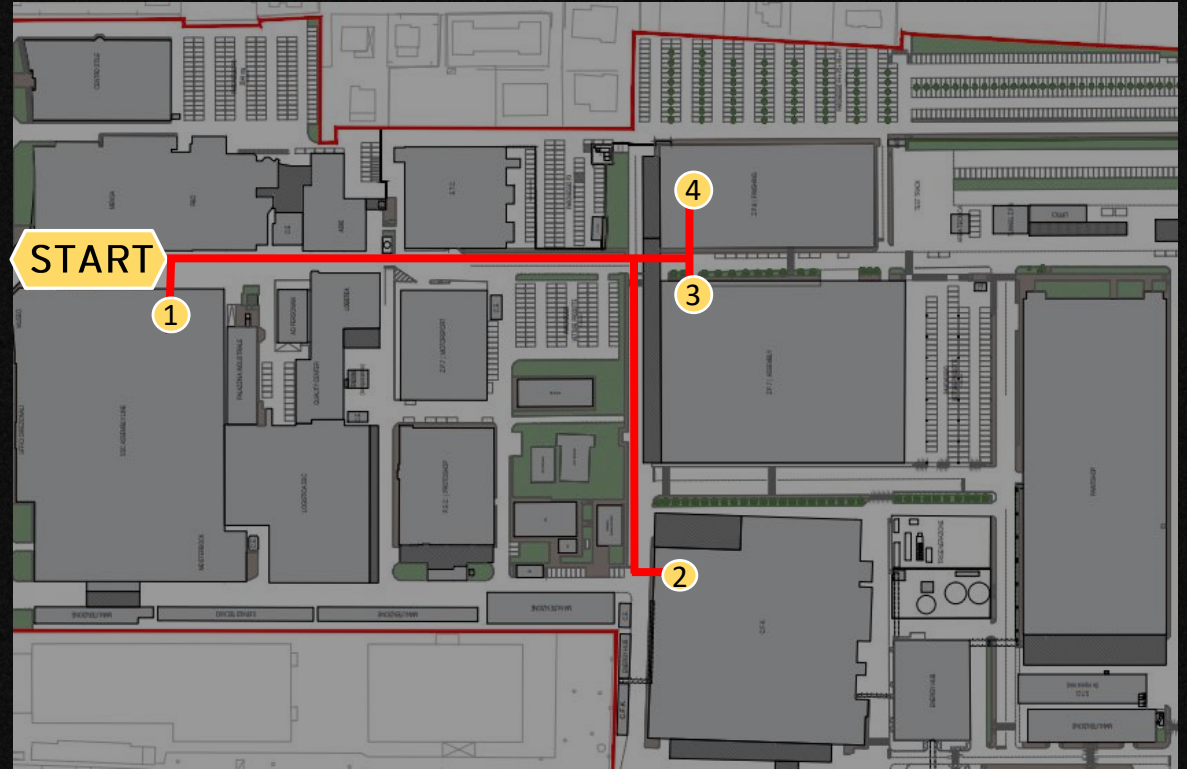
Ranieri Niccoli | Chief Manufacturing Officer and Board Member of Automobili Lamborghini

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SITE VISIT

- ① SuperSport Cars Assembly
incl. Saddlery
- ② New Press shop
- ③ Super SUV Assembly
- ④ Finishing



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NEW BRAND POSITIONING | A STRONG FORWARD-LOOKING ATTITUDE

THE BRAND ID-CARD



V I S I O N

BEING THE LEADER OF

THE 'UNEXPECTED'

M I S S I O N

TURNING OUR VISIONARY IDEAS INTO

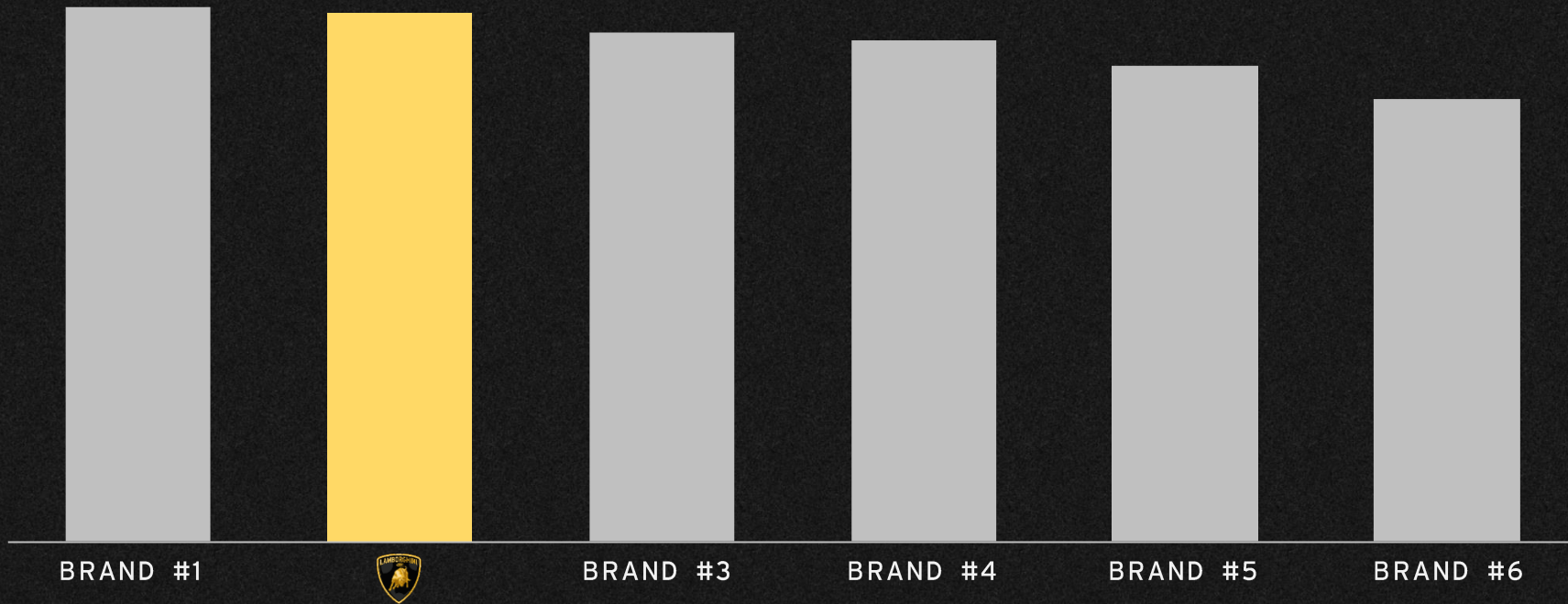
STUNNING CREATIONS



LAMBORGHINI TODAY | BRAND STRENGTH



LAMBORGHINI IS WELL POSITIONED IN TERMS OF BRAND STRENGTH AMONG THE AUTOMOTIVE SECTOR



STRONG AFFINITY WITH NEW GENERATIONS

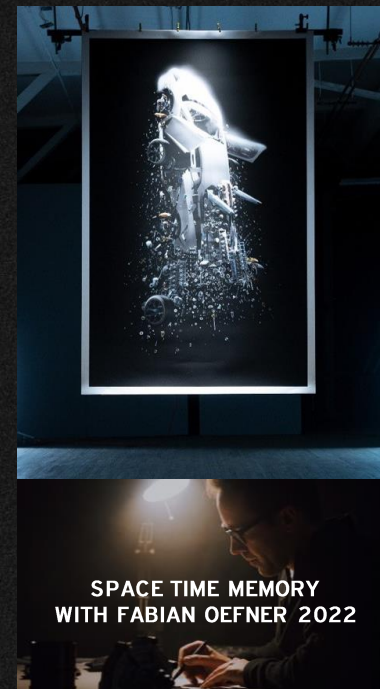
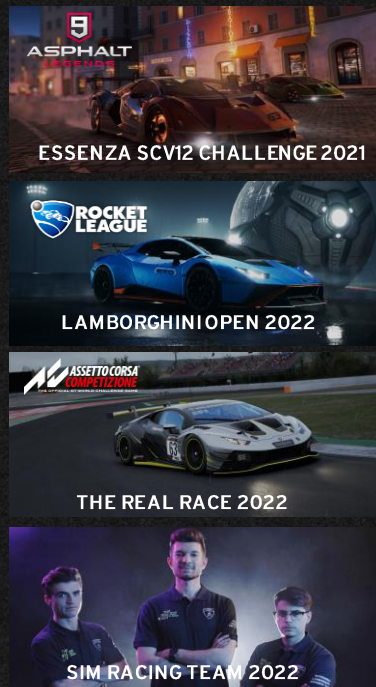
LEADING POSITION IN COMMUNICATION TOUCHPOINTS



SOCIAL MEDIA

| CHANNELS | FAN BASE | ESS RANKING |
|----------|------------------|-------------|
| | 34,6M FOLLOWERS | 1st |
| | 2,3M FOLLOWERS | 1st |
| | 2,0M SUBSCRIBERS | 1st |
| | 3,1M FOLLOWERS | 2nd |
| | 13,2M FANS | 2nd |
| | 1,0M FOLLOWERS | 4th |

eSPORTS



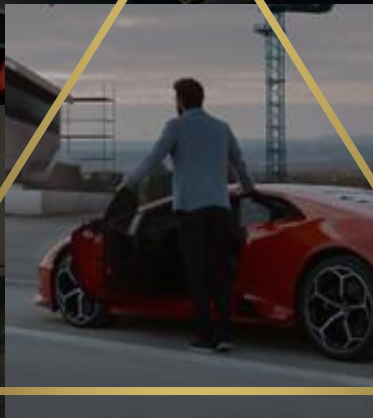


WHAT IS LUXURY IN SUPERSPORTSCAR?

GUARANTEE HOMOGENEOUS EXPERIENCE ALONG TOUCHPOINTS

EXCLUSIVITY

Dream of many, reality for few



PERSONALIZED JOURNEY

One hero of a kind

CARE

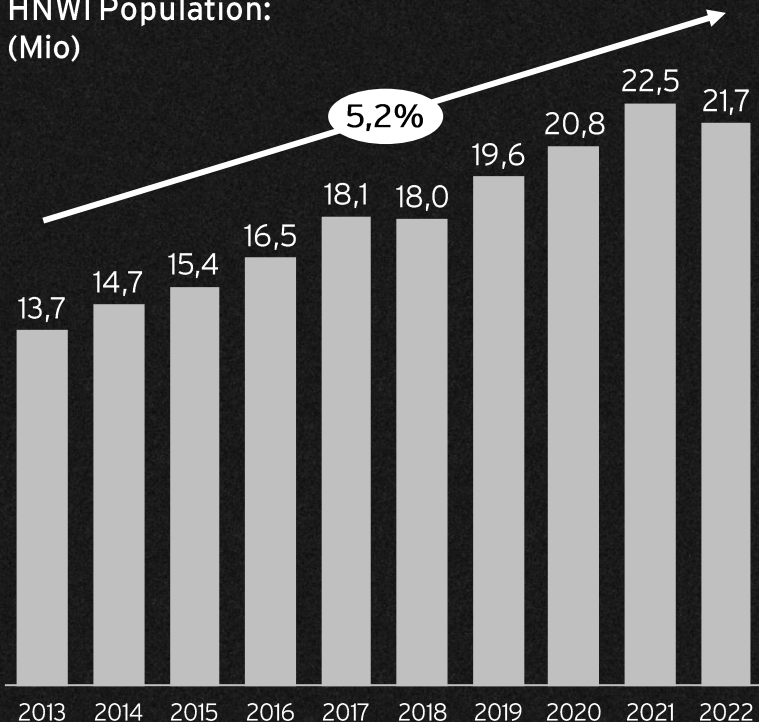
Details makes difference



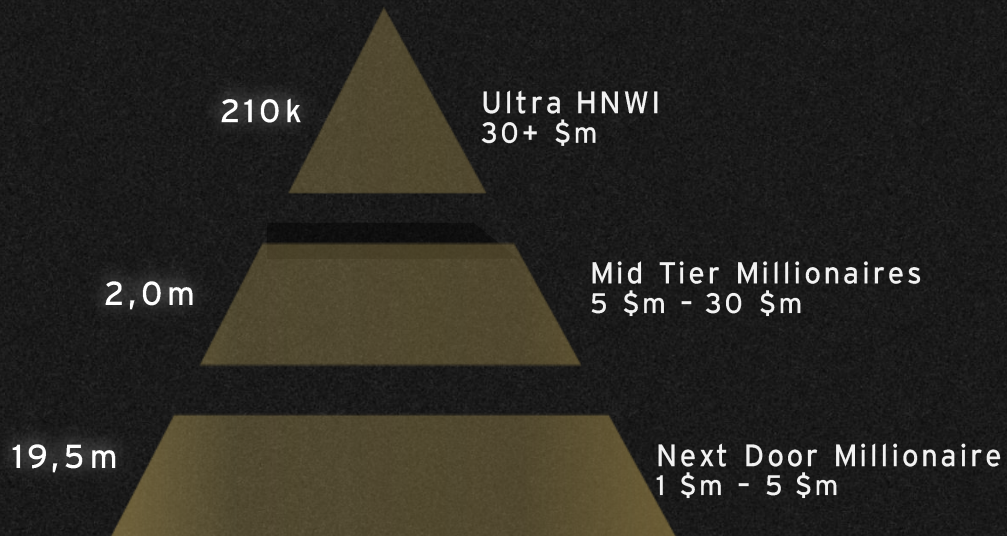
CUSTOMER PROFILE

A STABLE GROWTH OF HIGH NET WORTH INDIVIDUALS IS SUPPORTING OUR SALES ...

HNWI Population:
(Mio)



HNWI 2022: 21,7 Mio Individuals



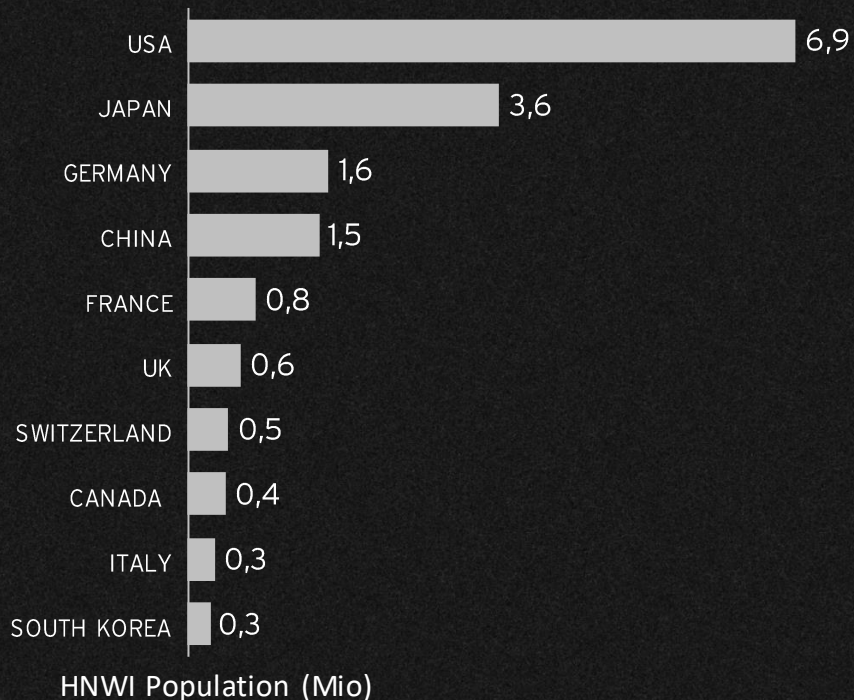
CUSTOMER PROFILE

... AND IS REFLECTED IN OUR GEOGRAPHICAL FOOTPRINT



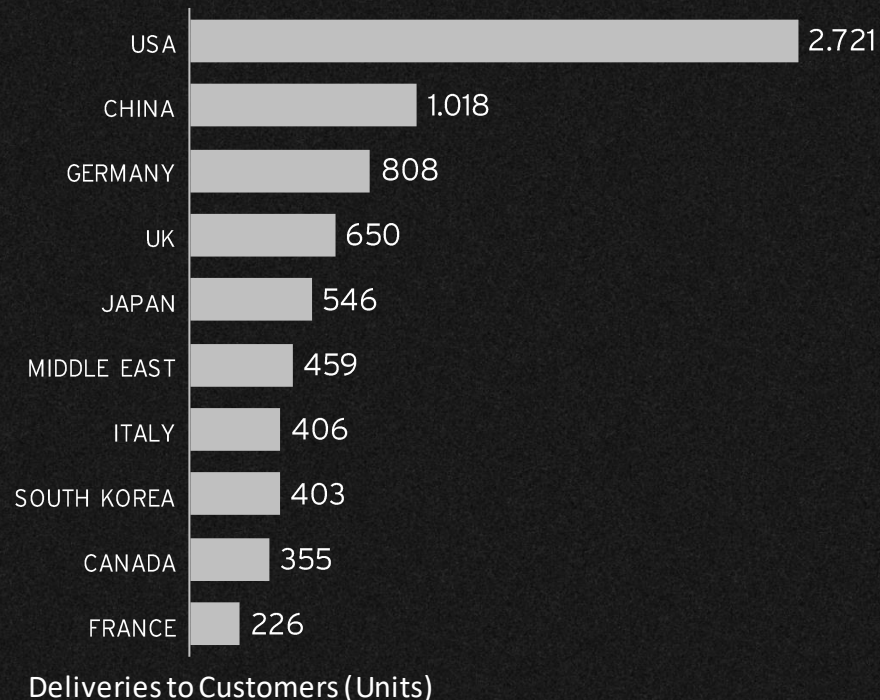
HNWI: Country Distribution

76% of HNWIs are in our Top 10 Markets



Lamborghini Deliveries 2022: 9.233 units

Top 10 Markets represent 82% of Total Deliveries





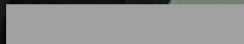
THE YOUNGEST CUSTOMER BASE

DESIGN AND PERFORMANCE AS MAIN REASONS TO BUY

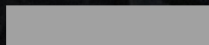
REVUELTO

Reason to buy:

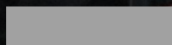
Design



Engine



Performance



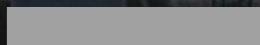
AGE

26% < 40 YEARS OLD

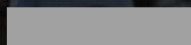
HURACÁN

Reason to buy:

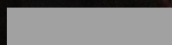
Design



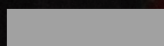
Engine



Performance



Sound



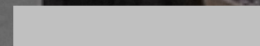
AGE

43% < 40 YEARS OLD

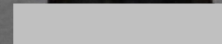
URUS

Reason to buy:

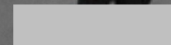
Performance



Design



Brand Image



AGE

43% < 40 YEARS OLD

YOUNGEST CUSTOMER BASE AMONG THE LUXURY AUTOMOTIVE SEGMENT

LAMBORGHINI AS AN ULTRA LUXURY BRAND



BRAND POSITIONED IN LUXURY AND ULTRA HIGH-END MARKETS

CAR MARKET SEGMENTS



Source: Total car market - VWG internal figures
ESS & SSUV IHS Registrations; Lamborghini - delivery to customer
ESS: Exclusive Sports car Segment SSUV: Super Sports Utility Vehicle Segment
List of Brands not exhaustive
* Cars and Spare Parts

PRODUCT LINE UP

A COMPLETE PRODUCT OFFER COMPOSED BY 3 PRODUCT LINES (2 SUPER SPORTSCARS & 1 SUPER SUV)



REVUELTO



HURACÁN



URUS

Revuelto: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Huracán Tecnica: Fuel consumption combined: 14.5 l/100km; CO₂-emissions combined: 328 g/km (WLTP); Urus S: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP).



V12

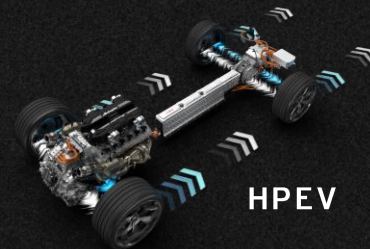
REVUELTO: THE FIRST HPEV



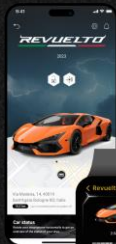
Iconic Design



V12 NA



HPEV



Advanced Connectivity



1015 CV



13 Driving Modes



Outstanding Performance



Technological Improvement



38% CO₂ Reduction





HURACÁN

A COMPLETE FAMILY THAT ADDRESSES A WIDE RANGE OF CUSTOMERS' NEEDS

F U N - T O - D R I V E



HURACÁN
Sterrato



STO



HURACÁN EVO
RWD



HURACÁN
TECNICA



HURACÁN EVO

P E R F O R M A N C E

Fun-to-drive: weight/power, driving feeling, vehicle's dynamics, responsiveness, controls, high-revs, low inertias, sound

Performance: max power, max torque, accelerations, max speed, aerodynamic efficiency, lap-time

Huracán EVO: Fuel consumption combined:13.7 l/100km ; CO₂-emissions combined:332 g/km (WLTP);Huracán EVO Spyder: Fuel consumption combined:14.9 l/100km; CO₂-emissions combined: 338 g/km (WLTP); Huracán STO: Fuel consumption combined:13.9 l/100km ; CO₂-emissions combined:331 g/km (WLTP); Huracán Tecnica:Fuel consumption combined:14.5 l/100km ; CO₂-emissions combined:328 g/km (WLTP); Huracán Sterrato: Fuel consumption combined:14.9 l/100km ; CO₂-emissions combined:337 g/km (WLTP); Other models depicted are not available for sale.



URUS

THE FIRST SUPER SUV, NOW WITH A WIDER OFFER

PERFORMANCE
& FUN TO DRIVE



URUS
Performante



URUS



URUS



ELEGANT LIFESTYLE



Source: Lamborghini Key 11.2023

Urus: Fuel consumption combined: 14.4 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Urus Performante: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Urus S: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Other models depicted are not available for sale.

ORDER BACKLOG

ORDER BANK IS SUPPORTING RESILIENCE AND EXCLUSIVITY



REVUELTO



Until the beginning 2026

HURACÁN



End of production

URUS S

URUS

PERFORMANTE



End of production

Latest update 11.2023

Revuelto: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Huracán Tecnica: Fuel consumption combined: 14.5 l/100km ; CO₂-emissions combined: 328 g/km (WLTP); Urus S: Fuel consumption combined: 14.1 l/100 km; CO₂-emissions combined: 320 g/km (WLTP).

LUXURY SSC CUSTOMERS' TRENDS

BE PART OF AN EXCLUSIVE ENTERTAINING PLATFORM



CUSTOMIZATION



FEEL LIKE A PILOT



EXPERIENCES



CUSTOMIZATION PROGRAM

AD PERSONAM: A COMPLETE CUSTOMIZATION PROGRAM

INCREMENTAL PERSONALIZATION LEVELS



MULTIPLE TOUCHPOINTS



CUSTOMIZATION BUSINESS

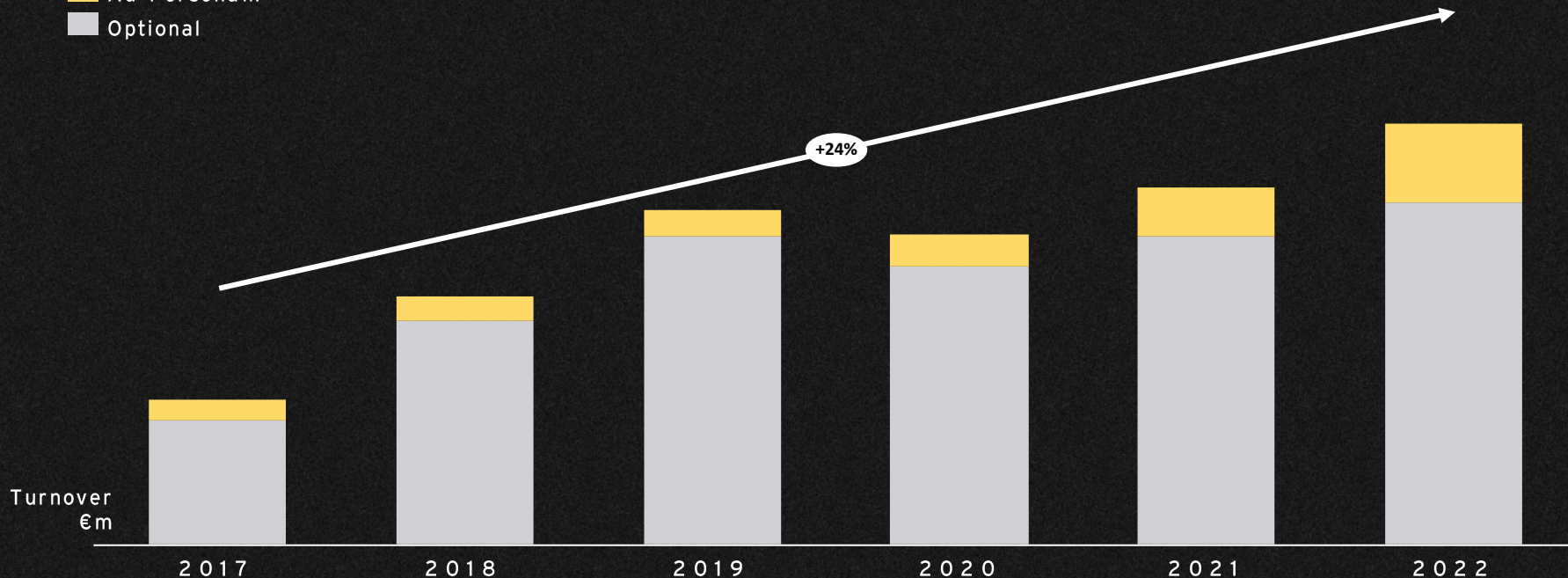


A CONSISTENT GROWTH BASED ON A WIDER OFFER TO MATCH CUSTOMERS' EXPECTATIONS

CAGR VOLUMES 2017-2022

+19%

- Ad Personam
- Optional



SPARE PARTS & ACCESSORIES BUSINESS

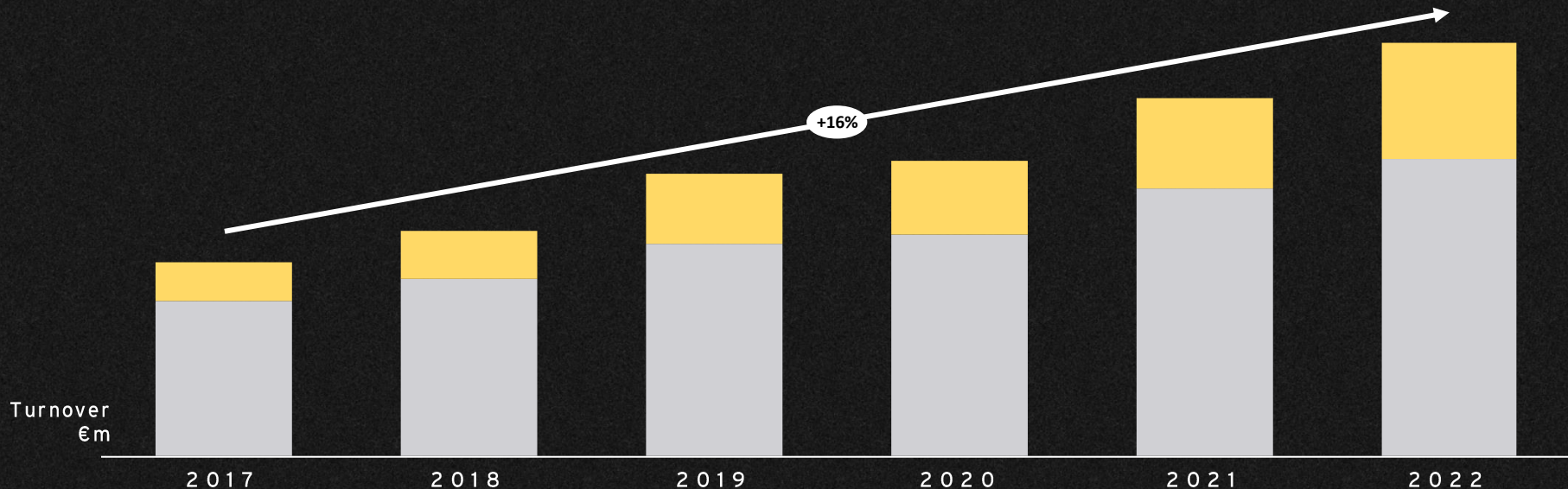
SOLID PARTS' GROWTH WITH EXPANSION OF ACCESSORY RANGE OFFER



CAGR 10Y CAR PARC 2017-2022 +16%

■ Accessories

■ Spare Parts (warranty included)





CUSTOMER EXPERIENCE

A PHYSICAL APPROACH...

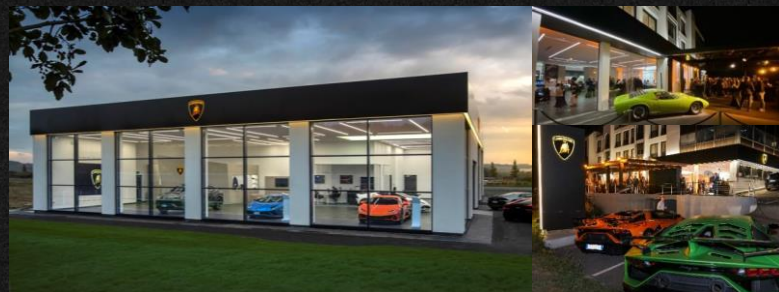
FACTORY



ON THE ROAD



DEALER



ON TRACK



Huracán STO: Fuel consumption combined: 13.9 l/100km; CO₂-emissions combined: 331 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km; CO₂-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.9 l/100km; CO₂-emissions combined: 338 g/km (WLTP); Urus: Fuel consumption combined: 14.4 l/100 km; CO₂-emissions combined: 320 g/km (WLTP); Other models depicted are not available for sale.



...AND A DIGITAL EXPERIENCE

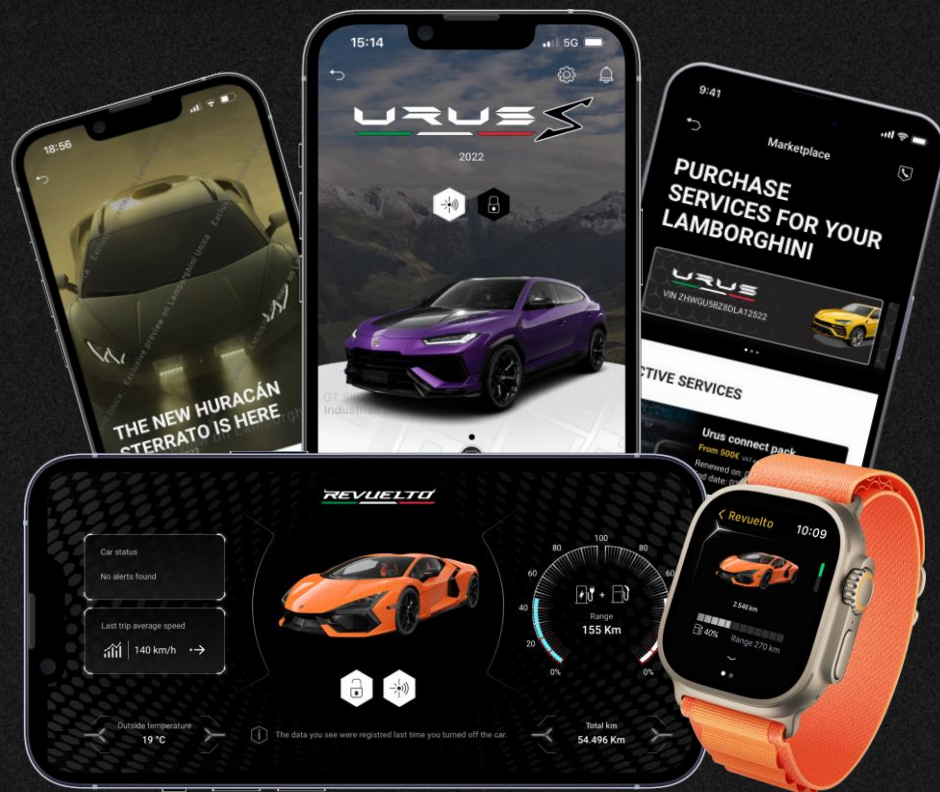
UNICA APP: THE LAMBORGHINI WORLD AT A FINGERTIP

More than 29.000
registered customers

Exclusive previews and contents

Lamborghini connected remote
services

Online Marketplace



Revuelto: The vehicle is not yet offered for sales and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emission data are in the type of approval stage; Huracán Sterrato: Fuel consumption combined: 14.9 l/100km ; CO₂-emissions combined: 337 g/km (WLTP); Urus Performante: Fuel consumption combined: 14.1 l/100 km ; CO₂-emissions combined: 320 g/km (WLTP); Urus: Fuel consumption combined: 14.4 l/100 km ; CO₂-emissions combined: 320 g/km (WLTP); Other models depicted are not available for sale.

BRAND PARTNERSHIP

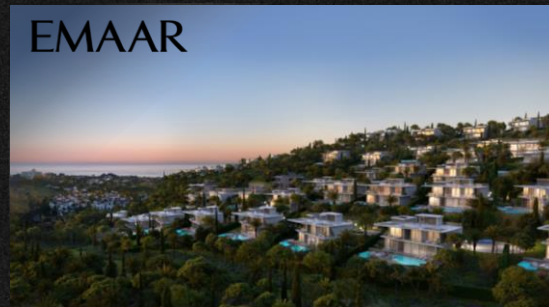
PIONEERING & UNCONVENTIONAL ACTIVATIONS



MOBILITY



REAL ESTATE



TOYS



FASHION

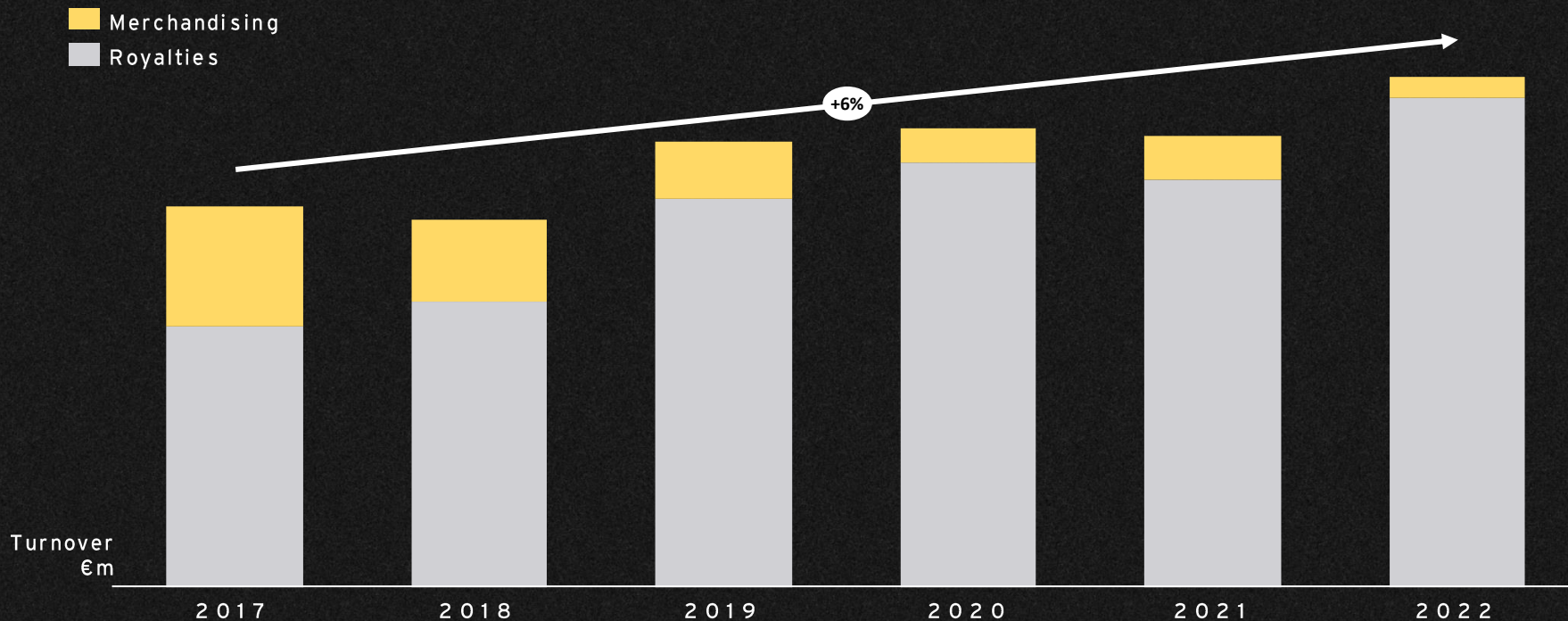


GAMING



BRAND EXTENSION

BRAND STRENGTH SUSTAINS CONTINUOUS GROWTH

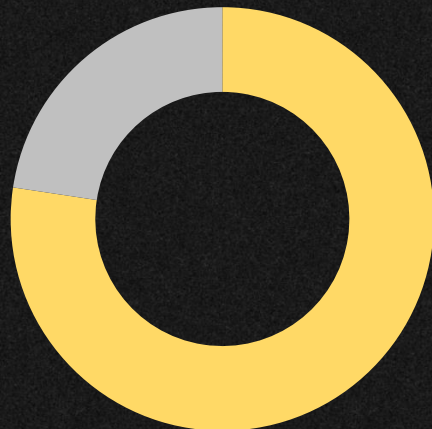


DEALER NETWORK BUSINESS MODEL

A SOLID AND PROFITABLE DEALER NETWORK

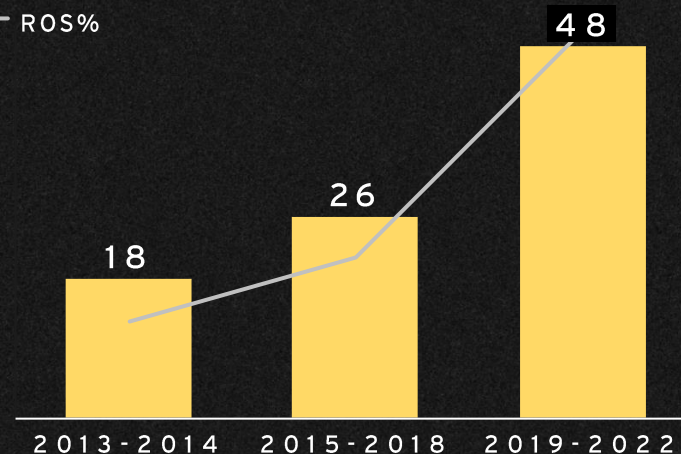


■ Audi, Bentley, Porsche
■ Others



MORE THAN 75% OF LAMBORGHINI DEALERS TRADE ALSO AUDI, BENTLEY AND PORSCHE

■ Average Deliveries to customer/Dealer
— ROS%



PROFITABILITY GROWTH THANKS TO A SUSTAINABLE BUSINESS MODEL

AGENDA | NOVEMBER 16, 2023



1 09.00 - 09.10 | Welcome & Introduction Mr. Schwarzl & Mr. Poma

2 09.10 - 09.30 | Lamborghini Strategy Mr. Poma

3 09.30 - 10.00 | Financial Growth Mr. Poma

4 10.00 - 10.30 | Q&A Mr. Poma

10.30 - 10.45 | Coffee break

5 10.45 - 12.15 | Production site visit incl. Q&A Mr. Niccoli

12.15 - 13.00 | Lunch break

6 13.00 - 13.30 | Business model & Customer journey incl. Q&A Mr. Poma

7 13.30 - 14.00 | Technology & Product incl. Q&A Mr. Poma

8 14.00 - 15.30 | Technical Information & Test Drives



TECHNICAL PILLARS

ATTRIBUTES

DESIGN

FEEDBACK



REACTIVITY



DRIVABILITY



THE DRIVER

INVOLVMENT

EMOTIONAL PERFORMANCE

LONGITUDINAL - LATERAL

Huracán STO: Fuel consumption combined: 13.9 l/100km; CO₂-emissions combined: 331 g/km (WLTP); Huracán Sterrato: Fuel consumption combined: 14.9 l/100km ; CO₂-emissions combined: 337 g/km (WLTP); Other models depicted are not available for sale.



TECHNOLOGY DNA



LAMBORGHINI WAY

THE SPORTINESS OF THE FUTURE



POWERTRAIN AND ELECTRIFICATION COMPETENCE

- Unconventional approach to electrification
- Tradition, Know How and Expertise on Internal Combustion Engines

HV ANCILLARIES PORTFOLIO FROM AUDI GROUP

- Platform Synergies with the Group
- Full access to Audi Group components and solutions

NEW CONCEPTS
FREEDOM TO BE UNIQUE
RESOURCES WHERE REALLY MATTERS



LIGHTWEIGHT MATERIAL & AERODYNAMIC DISTINCTIVENESS

CARBON FIBER KNOW-HOW

WEIGHT REDUCTION

STIFFNESS TO WEIGHT RATIO

SUSTAINABLE MATERIAL

ADDED VALUE FOR CUSTOMER

CFRP (Carbon Fiber Reinforced Plastic)
production: 360° in House

Models depicted are not available for sale.

SMART-AERO

PRECISE DOWNFORCE

PERFORMANCE INCREASE

SMART MATERIALS

LOWER AIR RESISTANCE

Different Patents that allow us to be a reference point



ADVANCED CHASSIS SYSTEMS

RACE DRIVING MADE EASY

VEHICLE
DYNAMICS

CONTROL

ADAS





HMI DIGITAL DISTINCTIVENESS

INTUITIVE & CONNECTED - ENHANCING THE FUN TO DRIVE



LEADERBOARD

EMOTION RECOGNITION

AI COACH

**REAL TIME
TELEMETRY**

REMOTE GARAGE

BIOMETRICAL DATA

PLATFORMS SHARED WITHIN DIGITAL ECOSYSTEM OF THE GROUP



BREATHLESS EMOTIONS IN A NEW ERA

TO INSTILL LAMBORGHINI'S DNA

INTEGRATED CONTROLS



FUN TO DRIVE IN EVERY ROAD AT EVERY CONDITION

Huracán STO: Fuel consumption combined: 13.9 l/100km; CO₂-emissions combined: 331 g/km (WLTP); Huracán Sterrato: Fuel consumption combined: 14.9 l/100km ; CO₂-emissions combined: 337 g/km (WLTP) ; Urus Performante: Fuel consumption combined: 14.1 l/100 km ; CO₂-emissions combined: 320 g/km (WLTP) ; Huracán Tecnica: Fuel consumption combined: 14.5 l/100km ; CO₂-emissions combined: 328 g/km (WLTP); Other models depicted are not available for sale.

DIREZIONE COR TAURI

TAKING THE BEST OF TWO WORLDS



INTERNAL COMBUSTION ENGINE

ELECTRIFICATION



› MORE POWER & TORQUE

› ENHANCEMENT OF VEHICLE DYNAMICS

› LIGHTWEIGHT MATERIALS

› LESS CO2 & EMISSION

› EVOLVED CONNECTIVITY





DIREZIONE COR TAURI

FEEL LIKE A PILOT

The Future Lamborghini Full Electric
will be faithful to Lamborghini DNA.

High-Performance in every situation

Innovative technology

**EMOTIONAL
EXPERIENCE**

Dynamic control to the next level

Digitalization

LAMBORGHINI SQUADRA CORSE

MOTORSPORT PYRAMID



Sebring 12h



Daytona 24h



The specified fuel consumption and emission data have been determined according to the measurement procedures prescribed by law. Since 1st September 2017, certain new vehicles are already being type-approved according to the Worldwide Harmonized Light Vehicles Test Procedure (WLTP), a more realistic test procedure for measuring fuel consumption and CO₂ emissions. Starting on September 1st 2018, the New European Driving Cycle (NEDC) will be replaced by the WLTP in stages. Owing to the more realistic test conditions, the fuel consumption and CO₂ emissions measured according to the WLTP will, in many cases, be higher than those measured according to the NEDC. Therefore, the usage of CO₂ emission values measured according to WLTP for vehicle taxation from 1st September 2018 on can cause changes in this regards as well. For further information on the differences between the WLTP and NEDC, please visit www.audi.de/wltp.

We are currently still required by law to state the NEDC figures. In the case of new vehicles which have been type-approved according to the WLTP, the NEDC figures are derived from the WLTP data. It is possible to specify the WLTP figures voluntarily in addition until such time as this is required by law. In cases where the NEDC figures are specified as value ranges, these do not refer to a particular individual vehicle and do not constitute part of the sales offering.

They are intended exclusively as a means of comparison between different vehicle types. Additional equipment and accessories (e.g. add-on parts, different tyre formats, etc.) may change the relevant vehicle parameters, such as weight, rolling resistance and aerodynamics, and, in conjunction with weather and traffic conditions and individual driving style, may affect fuel consumption, electrical power consumption, CO₂ emissions and the performance figures for the vehicle.

For further information on the official fuel consumption and official specific CO₂ emissions of new cars, please refer to the "Guide to the fuel and energy consumption and CO₂ emissions of new cars", which is available free of charge at all points of sale and from Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern or under www.dat.de.