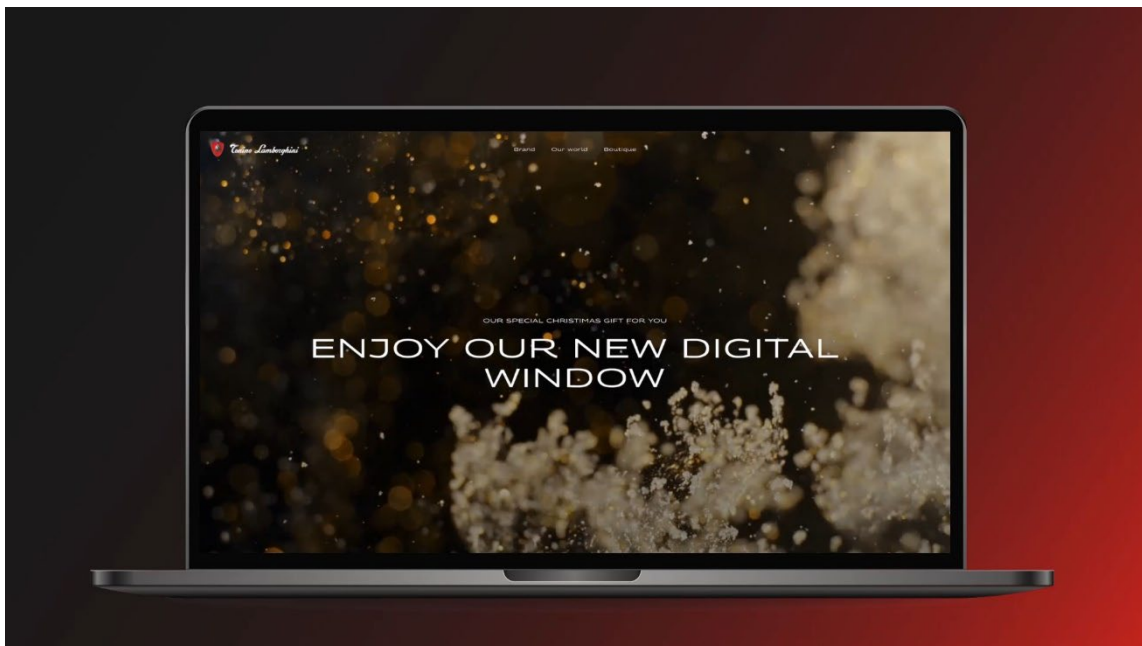




Tonino Lamborghini

NEW DIGITAL WINDOW FOR THE TONINO LAMBORGHINI BRAND



Bologna, December 12, 2023 - The Bolognese brand of the "Charging Bull" unveils the new brand identity showcased in a brand-new website.

A completely fresh look, captivating design, and simplified architecture: Tonino Lamborghini's new digital platform offers an immersive browsing experience through impactful visual content and dynamic, engaging storytelling.

A virtual space where you breathe in the essence of Italian style "à la Tonino Lamborghini": a world of values where tradition and innovation harmoniously coexist, giving way to an exciting narrative of courage, audacity, and passion. Through images, visual design, and animations, it reveals how the Bull Brand has asserted its identity over the past 42 years, becoming a global icon geared towards increasingly ambitious challenges. A Bull pulsating with design intent: the new digital window prominently features the brand's current and future projects, concrete expressions of a spirit dedicated to the pursuit of excellence.



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The new *lamborghini.it* introduces fresh sections, enhanced features, and a simple, intuitive interface. The flexible and dynamic structure seamlessly blends the world of editorial content with the e-boutique, offering a smooth and meticulously curated e-shopping experience.

Designed with the most advanced web design technologies, the new platform is available in Italian and English and is implemented in "responsive" mode, allowing optimal viewing from any device.

"Effective communication is essential for our growth, as well as for realizing our strategic plan to the fullest extent possible," comments President Comm. Tonino Lamborghini. *"The new website – our new 'business card' for the web – reaffirms the constant orientation toward progress that has been part of our DNA since always and simultaneously provides an overview of the values that historically distinguish us, through new, powerful, and concrete content".*

TONINO LAMBORGHINI COMPANY

The Tonino Lamborghini company was founded in 1981 by Tonino Lamborghini, heir to the Lamborghini family. Today, the company is based in the splendid 'Palazzo del Vignola', a Renaissance villa on the outskirts of Bologna designed by the famous architect Jacopo Barozzi, known as 'Il Vignola'.

Drawing inspiration from his family heritage and his professional experiences in the field of mechanical engineering and automotive design, Comm. Lamborghini has created a 'lifestyle experience brand' which today designs exclusive fashion accessories such as watches, glasses, and leather goods but also furnishing accessories and hospitality and real estate projects all over the world.

For more than 40 years, Tonino Lamborghini has interpreted a universe of Italian style, remaining faithful to the tradition and history of the Lamborghini family. All products are distinguished by the 'Charging Bull' symbol on a red background.

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We would like to remind you that the companies of Comm. Tonino Lamborghini and the "Tonino Lamborghini" branded products are not connected in any way with the company Automobili Lamborghini, now owned by the Audi-VW Group, founded in 1963 by Cav. del Lavoro Ferruccio Lamborghini, father of Tonino Lamborghini. Thank you.