



Tonino Lamborghini



Tesori Latini



Tonino Lamborghini



Tonino Lamborghini
INVINCIBILE
EAU DE TOILETTE

Editorial



In 1981, I started up my new Tonino Lamborghini Style and Accessories company. At the time I was assisting my father in the family group, but I felt the need to do something exclusively of my own, different from the world of engines.

I have always been interested in design and accessories. I really liked brands like Gucci and Hermès and I was inspired by them to create an activity with signature branded products. Just as Gucci was inspired by the equestrian world with iconic elements such as a bracket or a bite, I took inspiration from the bearing, the piston, the springs, the suspensions.

I've always loved products linked to mechanics and engineering. Thus, it was obvious for me that the first accessory that I realized was a watch. And this is the reason why in each product I create a special detail legend of a brand recognized throughout the globe as a beacon of luxury, exclusivity and Italian flair: these are the values of my brand.

I hope my clientele understands my personal vision behind all my branded products: to spread the passion and spirit of Italy with unique and distinctive products, inspired by Italian industrial design and the Lamborghini family mechanical heritage.

Tonino Lamborghini



Tonino Lamborghini



ALPHA·ONE is made of liquid metal and kevlar carbon fiber with back cover in Italian leather with double gold stitching line.

- 20 Mpx rear camera with F/1.8 and ultrafast autofocus
- 5.5" 2K-WKHD Amoled display
- Dual Hi-Fi audio flagship chipsets with Dolby Audio System, 3D surround sound quality
- Qualcomm Snapdragon 820 processor
- 4GB RAM + 64GB internal memory and 128GB external micro-SD
- Quick fingerprint recognition security system
- Maximum battery capacity 314 hours on standby and up to 13 hours of talk time

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ALPHA·ONE
FOR ALPHA PEOPLE



Tonino Lamborghini Milestones

1981 - 2018

1981

Foundation of Tonino Lamborghini Style and Accessories

1983

First shop in Hong Kong

1985-90

Brand extension: from the Lamborghini family heritage to an innovative business strategy

1993

Tonino Lamborghini Food & Beverage line

1998

Tonino Lamborghini Golf Carts & Town Life City Cars

2001

First Tonino Lamborghini Restaurant

2007

First Tonino Lamborghini Spyder Watch

2008

Tonino Lamborghini Energy Drink, the 'first dress code you can drink'

2011

Celebrating 30 years of a lifestyle brand

2012-2013

The first 5-star Hotels in China

2014-2016

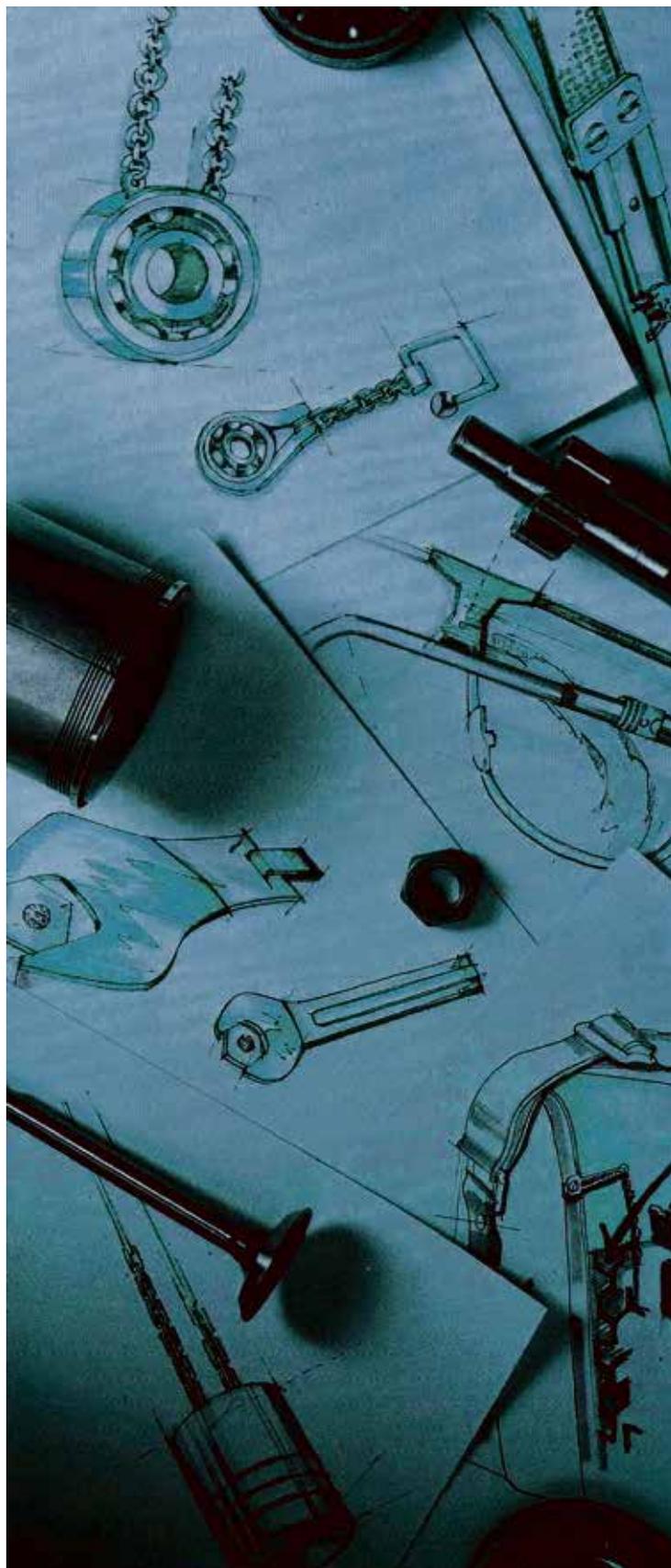
The new digital era: smartphones and IoT

2017

Opening of the second Tonino Lamborghini Café in Kuwait

2018

Launch of the world's first Tonino Lamborghini Real Estate project in China



Today & Tomorrow

President: **Tonino Lamborghini**
Vicepresident: **Ferruccio Lamborghini**

This is the story of the Lamborghini family and the business empire they have built over the last three generations. From building tractors to some of the most celebrated cars in the world, from designing hospitality to luxury watches, the Lamborghinis have shown their innovative spirit in more than a few industries.

A special energy runs through the whole **Lamborghini family** and its history: the power of the challenge. Like his father Ferruccio challenged the automotive world in 1963, Tonino has been challenging the world of style and luxury since 1981, when he founded his Lifestyle Experience Brands Tonino Lamborghini and By Tonino Lamborghini.

The Italian entrepreneur has taken inspiration from his family heritage and his vast experience in mechanical and automotive engineering to develop two new brands with a wide range of **luxury design products** including: watches, eyewear, mobile phones, perfumes, furniture, clothing, sports & free-time accessories, golf carts, signature beverage, 5-star boutique hotels, real estate projects, lounges, restaurants and cafés.

Like his father in the early '60s, Tonino Lamborghini's challenge has been to succeed in different sectors and markets since 1981. Still today his brands are addressed to all those who see in Tonino Lamborghini and By Tonino Lamborghini products the ideal continuation of their lifestyle. A life where it is not enough to be or to compete. A life, on the contrary, voted to break the classical schemes, to overcome the banal and the ordinary. A life dedicated to realize something unexpected, unconventional and uncompromising.

This is the spirit and the strong passion behind Tonino Lamborghini's brands. Clients, partners, distributors, all accept the challenge: to always be a step forward, like the **Miura "Charging Bull"**.

It is impossible to separate the story of the Lamborghini family and companies from the image of the Miura "Charging Bull". It incarnates the strength and energy to create, to design and to innovate. For over thirtyfive years, Tonino Lamborghini has been conquering different markets and sectors thanks to his vitality, passion and eclecticism. He has created two new brands always in action, **innovative, experimental, original and audacious**.



Ferruccio, Tonino, Ginevra Lamborghini at work

Products Porfolio

*The **Tonino Lamborghini** company vision is to bring the passion and spirit of Italy to the global market through unique and distinctive products, inspired by the world of mechanical engineering and industrial design.*



CORE PRODUCTS

Eyewear
Smartphone
Timepieces

FASHION ICONS

Clothing
Fragrance
Jewelry
Leather Goods
Smoking Acc.
Ties

HOME

Furniture
Home Decor
Tiles

HOSPITALITY & REAL ESTATE

5-Star Hotels
Cafés
Lounges
Luxury Resorts
Real Estate
Restaurants

LUXURY BEVERAGES

Energy Drink
Espresso
Hot Chocolate
Tea Selection
Vodka
Wines

SPARE TIME

Bicycles & Ciclote
Gardening Tools
Golf Equipment
Riding Accessories



Tonino Lamborghini Real Estate The ultimate branded premium style of living

To be located at the heartbeat of the first and second tier cities in Mainland China, the Tonino Lamborghini Real Estate project will take the Chinese premium lifestyle scene to an upper luxury Italian experience.

On the 18th of January 2018, in Beijing Tonino Lamborghini announced the operation that represents a new milestone for the brand: the development of the world's first Tonino Lamborghini Real Estate project in China.

"I am very proud to be here today to announce the launch of this new great project - Tonino Lamborghini explained at the signing ceremony event - To me China has always represented a place to be. Today, with this new collaboration, I can definitely confirm that China is my second Home".

The world's first Tonino Lamborghini Real Estate project in China will be developed **thanks to the new partnership with the Chinese company Shanghai Fengji Industrial Co.Ltd.**

The Project

The new project will offer branded luxury buildings for both residential and commercial purposes and will provide to Chinese and International customers a true Italian experience.

The project will be initially located in first and second tier cities in Mainland China, including **Zhengzhou, Shanghai, Shenzhen, Chengdu and Hangzhou.**

The buildings, that will be furnished with the **Tonino Lamborghini furniture and tiles collection**, will offer to their owners luxury elements and services like Tonino Lamborghini Shops and Spas.

The Brand's aim is to give a complete Tonino Lamborghini lifestyle experience to residents and clients.

Tonino Lamborghini Real Estate and 5-Star Hotel, Zhengzhou project.





托尼洛 兰博基尼品牌地产中国区签约仪式



“The idea behind the concept of this new project is the combination of Italian culture and design perfectly integrated with local culture. Our signature wallpapers, artworks, furniture and ceramic tiles will enrich the buildings interiors and the Italian exclusivity will be expressed in all of its explosive vitality and creativity”,

Tonino Lamborghini declared during the project launch in Beijing.

Thanks to a new strategical partnership, in the development of the Tonino Lamborghini Real Estate project in China, there will be also the involvement of Asia-Pacific Tsinghua Emerging Industry Alliance, an organization part to have this famous University, one of the most honorable institutions of the Chinese culture, as part of this important project” Mr. Lamborghini said during his visit at the Tsinghua University, last 17th of January 2018.

Italian culture, luxury design and Chinese tradition are the main characteristics behind the Tonino Lamborghini Real Estate project, which aims to bring Italy closer to China with strategic partnerships between leading companies in the field of luxury investments.

Mr. Li Baofeng, President of the ZeYi Group and of the Shanghai Fengji Industrial Company and partner of the Tonino Lamborghini Real Estate project for China, shaking his hand with Mr. Tonino Lamborghini, President of the Tonino Lamborghini Company.

Tonino Lamborghini Real Estate and 5-Star Hotel, Zhengzhou project.



Tonino Lamborghini 5-Star Hotels

A new luxury hospitality concept

Architecture, Art and Design are the core values behind the Tonino Lamborghini Hotel project.

The Tonino Lamborghini Hotel project focuses on the building of 5-Star category Business Hotels and Boutique Hotels to satisfy the **most demanding clientele**.

The project includes: meeting rooms, SPA, lounge bars, roof gardens, shops, international and Italian restaurants positioned on panoramic views.

The interior design reflects the values and essence of the Tonino Lamborghini brand, always **respecting the local identity** of the places where they are built.

Tonino Lamborghini Hotels & Resorts Values

“The main value of our Hotels & Resorts project is based on the relation between guests and services, on an unspoken contract between the hotel and its guests” - declares Tonino Lamborghini.

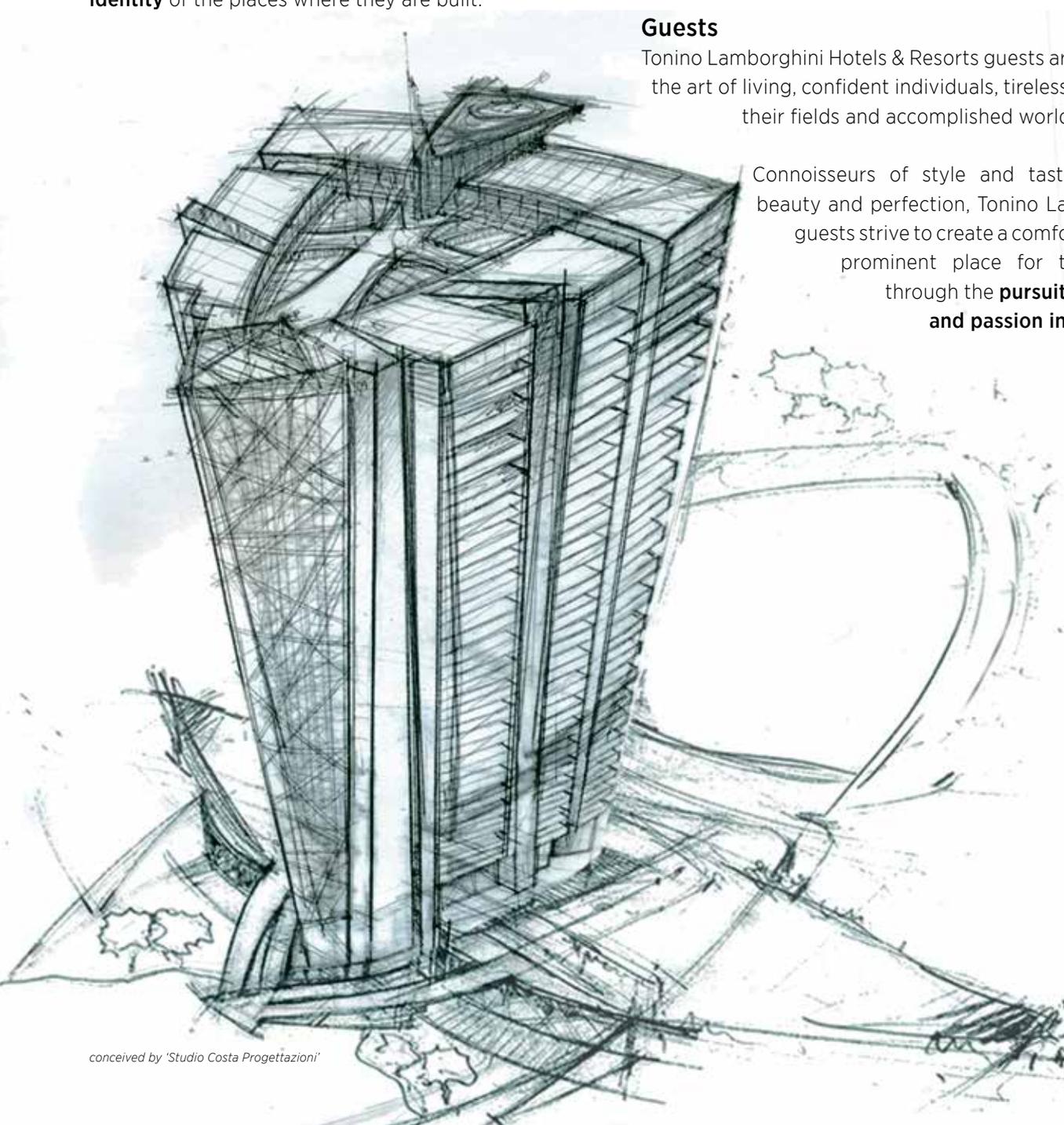
“The value of an emotional experience is what guests really need. To see, to touch, to smell, to hear or to taste something that is real in this world reminds us where we come from and where we are headed.

*Through **discovery**, we see the world with new eyes. This is what our Hotels & Resorts stand for”.*

Guests

Tonino Lamborghini Hotels & Resorts guests are expert in the art of living, confident individuals, tireless leaders in their fields and accomplished world citizens.

Connoisseurs of style and taste, seeking beauty and perfection, Tonino Lamborghini guests strive to create a comfortable and prominent place for themselves through the **pursuit of quality and passion in life.**





Tonino Lamborghini 5-Star Hotels

Coming soon in 2018: Changde

Located in the Laoximen district of Changde and in the famous Cultural Tourism & Innovation Complex - Laoximen Square, adjoining the walking street -, the Tonino Lamborghini Changde will be the next to open Hotel in China in 2018. Changde has several tourist attractions like the Liuye Lake, and it is a national AAA tourism area with facilities for local, national, and international sporting events.

The **Tonino Lamborghini Hotel Changde** is meant to represent the **connection between past and future** and it will be the most renowned building of the famous Laoximen street.

The Hotel, with 141 guest rooms, will rise on a traditional residential area of Changde, with a thousand years history. The ancient city of Changde has been repeatedly under fire and the traditional features of the space were almost gone. The Tonino Lamborghini Hotel Changde will inherit the old space of the house offering integration between the **cultural heritage** and the **essence of Italy**.

The result will be unique.

In May 2011, the creative team started to design the 2,400-square-meters area, combining modern and traditional architecture and using art and material expertise to create a "new concept of space".



Tonino Lamborghini 5-Star Hotel Changde

Bricks, tiles, wood and stone were moved there from the countryside, brick by brick, mostly from the northwest of Hunan, to recreate the old part of the building.

Part of the **old building** - like the door lintel, the column, the wall and the panes - presents the **unique traditional handmade wood carving art**.

In order to make the space larger, another structure was added to the already existing building, with about the same size and a very modern and beautiful design that perfectly matches the architecture of the old part.

Nine courtyards and six terraces improve the building's functions and make the traditional residential form of the space a modern living accommodation.

The result is a **super luxury five-star boutique hotel** that will offer: restaurants, a teahouse, a cigar lounge, a wine cellar as well as extremely well-equipped multifunction rooms.

Tonino Lamborghini Hotel Changde **has been already prized by the Authority as Museum Hotel**, thanks to the decorations, the different design that characterizes each room, the richness of the story and the impressive garden architecture.



Tonino Lamborghini 5-Star Hotel Changde



Tonino Lamborghini Luxury Resort Concept

The new high natural, low impact and ecological luxury Hotel



After the opening in China of one Tonino Lamborghini Boutique Hotel and two Tonino Lamborghini Business Hotels, Tonino Lamborghini company's Hospitality partner, **Join.in Hospitality Management Co. Ltd.**, was approached by investors to offer something different to its high-end clientele.

Looking deeper into what is currently happening, the feeling of exclusivity and luxury has moved even more to uncontaminated locations where the **environmental awareness** and **nature as a value** have increased exponentially and have to be included in the concept of high-end hospitality.

Tonino Lamborghini Luxury Resort Concept has been largely redefined yet without losing what has always represented the brand identity, and it follows the growing

request for spaces far away from the city centers and closer to the calm and pure nature.

Especially Chinese high-end guests are now looking for **special peaceful places** featuring a genuine natural surround and clean air rather than seeking urban rhythm and noisy lifestyle.

Ecology and sustainability are fundamental values for a Brand whose mission is, at the end, to position itself at the state of the art.

Metaphorically speaking, after the fight, the raging Bull has to rest before going back to the arena.

Tonino Lamborghini Hotels guests might sometimes feel like the Bull and our aim is to offer them all they need to feel at their best in every circumstance.



Tonino Lamborghini Luxury Resort

Coming soon in 2018: Yijiang Yunyi in Jingxian

About the Luxury Resort

Tonino Lamborghini Yijiang Yunyi Luxury Resort will be located in Jingxian, Xuancheng City, Anhui Province. Adjacent to the Mount Huangshan and the Mount Jiuhua scenic spot, along the way to the Hotel, the natural scenery is beautiful and mysterious, rated as "world heritage, natural and cultural site by UNESCO". Tonino Lamborghini Luxury Resort concept will perfectly mix luxury details and Chinese traditional "harmony" culture. The architectural features will recall in all the details the interpretation of the Tonino Lamborghini shield shape logo, the design will create a unique illusion of suspension giving the site a particular feel.

The result will be **a world-class high-end and original ecological mountain resort project.**

a 360 degrees view and it will offer traditional and creative International dishes. The open kitchen will give the guests the chance to admire the chef's creation skills. The range of specialty delicacies will be designed to provide guests with a richer choice and a perfect taste.

Events

The building hall will hold up to 150 people for meetings or events. Professional service team and international standard facilities will ensure the best quality for any kind of happening.

SPA

The SPA center will be located on the peak of a hidden mountain and surrounded by a lush green space. The **unique architectural design and scenery** will make the

guests feel the perfect harmony during the SPA tour.



Tonino Lamborghini Luxury Resort Yijiang Yunyi

Experience Activities

The resort will be equipped for **all-season activities**. Guests will have the chance to experience: the polo equestrian clubs, the yacht clubs and activities like: off-road, ultra-running, ski, infinity pools and more.

The resort will also have a dedicated space for children, called the "Children's Paradise", that will combine creativity and exploration and will create a world of fantasy and imagination. The luxury resort will offer also an outdoor cinema, where to enjoy movies, surrounded by the lush pure nature.

Accommodation

There are **215 rooms and 169 independent villas**. Each guest room has a landscape view, creating a wonderful atmosphere. The **four super villas** will be characterized by oversize spaces and will be equipped with a swimming pool, to provide guests the **ultimate luxury residence experience**.

Dining

The Italian style panoramic restaurant, located at the highest peak of the hotel, has

Tonino Lamborghini Luxury Resort Yijiang Yunyi





Tonino Lamborghini Boutique Hotel Suzhou

苏州托尼洛·兰博基尼书苑酒店



Suzhou Tonino Lamborghini Boutique Hotel boasts 92 rooms, each with its own library. The hotel marries **respect for the past with excitement about the future**. While classic features are retained, that stylish touch that is unmistakably Italian is the special feature of this hotel. Experience the elegance of the Tonino Lamborghini suites, stroll through the traditional gardens, or work out at the water gym. Luxury, comfort and space are the buzzwords of the project.

The hotel combines the best of both **traditional and modern Chinese architecture**, artisanship coming together with innovative technology and materials. It is a symbol of the cultural and technological progress of the Chinese country.

A famous Chinese saying describes **Suzhou** as a “heaven upon Earth”.

The gardens of Suzhou, some of which date back over a thousand years, have been designated World Heritage Sites. The location of the hotel on the bank of the Jinji Lake provides it with special spiritual power. Between 1997 and 2003, it has received many foreign dignitaries and celebrities. Tonino Lamborghini brand’s iconic red shield features throughout the hotel, from letterheads and business cards to furniture and staff uniforms. Together with the Tonino Lamborghini brand’s quality standards all the features create a luxury experience with **Italian flair**.

“This project is possibly the pinnacle of my 30 years of professional and personal experience in China,” declared Tonino Lamborghini during the opening event in 2012.



Awards:

In 2018:

- *China's Best Boutique Hotel by Travel + Leisure Magazine*

In 2017:

- *The Golden Pillow Award "China's Best Architecture Design Resort Hotel in East China"*
- *Top 10 Best Quality Hotels and Best Boutique Hotel in Suzhou*
- *The Star of Public Welfare 2017 Award*
- *MF.H - The Best Cultural Hotel Award*

In 2016:

- *TripAdvisor Travelers' Choice™ Award for Hotels*
- *China Best Hotel & Resort*
- *Jiangsu Boutique Vacation Hotel*
- *Best Architectural Designed Hotel by My Vacation Magazine*
- *"China's Best Boutique Hotel" Award*

In 2015:

- *China Hotel Starlight Award for Best Designed Boutique Hotel of China*
- *Guest Review Award by Booking.com*
- *Best Luxury Hotel Awards by Ctrip*
- *TripAdvisor Certificate of Excellence*
- *Best D.E.S.I.G.N. Hotels Award-Best Popularity Hotel Award by the Bund Magazine*



Tonino Lamborghini Boutique Hotel Suzhou

No. 168 Xinggang Street
Suzhou Industrial Park - Suzhou
215021, Jiangsu, China
Tel: (+86) 512 6285 9999
Fax: (+86) 512 6285 9888
Email: Suzhou@TLHotelsGroup.com
Number of rooms: 92

Tonino Lamborghini

City Center Hotel Kunshan

昆山托尼洛·兰博基尼酒店



In 2013, in Kunshan was inaugurated the Tonino Lamborghini City Center Hotel, the first complex to integrate shopping and business in the center of **Kunshan commercial and business zone**. Located at the intersection of Zhongshan Road and Qianjin Road, the hotel offers spectacular views of Yufen Mountain and the Musical Fountain Show. The Tonino Lamborghini City Center Hotel Kunshan is conveniently located only 40 minutes away from Shanghai, 15 minutes away from the famous Yangcheng Lake and 50 minutes away from Zhouzhuang, China first water town.

Meetings & Events

Tonino Lamborghini City Center Hotel offers the very best corporate experience in the classical and elegant city of Kunshan: it provides a wide variety of multipurpose

meeting rooms, a Grand Ballroom suitable for over 400 people and state of the art conference facilities.

Dining/Bar/Lounge

In addition to **luxurious rooms and meeting facilities**, the hotel also offers excellent culinary options: from Western Buffet Dining to Chinese and Korean cuisine.

Venice Bar

Hearth of the hotel, Venice Kunshan Bar is the place to be between 5 p.m. to 1 a.m., with a wide selection of local and imported beer, fine whiskeys and unique cocktails. You can enjoy a nice cigar while listening to a live band performing your favorite songs. Or maybe you can just grab a beer with your friends while watching your favorite sports game projected on the wide screen.



Awards:

In 2015:

- *The Best Smile Award on Golden Pillow Award*
- *The Creative Marketing Hotel Award By LY.com*
- *TripAdvisor Certificate of Excellence*
- *The Best Business Hotel Award By Golden Champion Awards*
- *Best Chinese Restaurant*
- *The Best Luxury Award of Ctrip*

Tonino Lamborghini City Center Hotel Kunshan

No. 287 Zhongshan Road
Kunshan - Jiangsu 215300, China
Tel: (+86) 512 5711 9999
Fax: (+86) 512 5716 7799
Email: Kunshan@TLHotelsGroup.com
Number of rooms: 289





Tonino Lamborghini Lakeside Hotel Huangshi

黄石托尼洛·兰博基尼酒店

Situated in the scenic destination of Tuancheng Mountain Economic Development Area, surrounded by serenity and highlighted by a lake view, Tonino Lamborghini Lakeside Hotel Huangshi offers a **remarkable waterfront living**. Being the largest construction investment in the history of Huangshi, it was opened in 2014 and it is the third luxury hotel of Tonino Lamborghini in China.

With teeming blue waters surrounded by emerald mountains and flourishing gardens, the Tonino Lamborghini Lakeside Hotel Huangshi has been erected as a landmark on the Ci Lake. Adjacent to Huangshi Municipal Government, Broadcast Center, Library, Museum and People's Square, its geographical location matches the hotel's other **superlative features**.

The hotel includes 374 luxury guest rooms and suites, all fully equipped with high quality facilities and amenities.

Gastronomic journeys will capture diverse dining options through 3 distinctive restaurants, including Marco Polo Café, Chinese Restaurant, "Kimchi" Korean Restaurant and Lobby Lounge. The Grand Ballroom, suitable for 800 guests for dining, and 8 functional rooms will make banquets and conferences highly enjoyable. For the perfect way to rejuvenate body and soul, it's equipped with the latest exercise equipment and outdoor lakeside as well as indoor heated swimming pools. SPA exclusive treatments of delicate care are offered for the ultimate in relaxation. The hotel architecture incorporates the latest **environmental-friendly** and **energy-saving design** concepts.

The Tonino Lamborghini Lakeside Hotel Huangshi mission is not only to transmit Italian lifestyle experience and extraordinary sensations for business elite and travelers, but also to boost tourism development of the city.





Awards:

In 2015:

- *Qunar Recommended Hotel by Qunar website and China Tourism Research Institute*
- *Best Service Award by Ctrip users*

In 2014:

- *Best Hotel Facility Award by Ctrip users*
- *Top 10 Most Preferred Hotel by the 9th International Hotel Platinum Award*
- *The Best Hospitality Hotel Management Company by the 9th International Hotel Platinum Award*
- *The Best MICE Hotel of China by the 9th International Hotel Platinum Award*
- *The Best Wedding Reception Hotel by the 9th International Hotel Platinum Award*

Tonino Lamborghini Lakeside Hotel Huangshi

No. 18 Guanghui Rd.
Huangshi - Hubei 435 000, China
Tel: (+86) 714 639 9999
Fax: (+86) 714 637 0699
Email: info.hs@TLHotelsGroup.com
Number of rooms: 374





Tonino Lamborghini Home

15 years of design for a total living with unique character

Over the years, the **Tonino Lamborghini Casa project** has become a total living system ranging from furniture for prestigious villas in the most exclusive locations to the creation of **interiors** for residence apartments all around the world.

In the last few years, this project has also involved the Tonino Lamborghini Tiles&Style line with **ceramic** tiling collections for each room inspired by the most important F1 circuits. In addition to ceramics, the Tiles&Style collections use both elements linked to the world of luxury sports cars, such as carbon and steel, and noble materials such as wood, marble, stone, with copper and rose gold inserts.

In the home sector, with the **By Tonino Lamborghini Beds & Linens line**, the Bull brand also offers **advanced technology mattresses** - resistant, elastic, antibacterial, antistatic with carbon fibre fabric - which are either matched with the collection of beds designed by Tonino Lamborghini Casa or sold separately in the Chinese, US, Middle Eastern, Indonesian and Singapore markets.

In the field of home design, the Tonino Lamborghini Home project combines the values of innovation, elegance, Italian style and strength of the “charging Bull brand” with **Italian manufacturing tradition**, well known for its high-quality craftsmanship.

Products that show a passion for automotive and mechanics through exclusive interior design solutions, customised and with a unique character, designed by Tonino Lamborghini.

Sprint Collection - Kate armchair



*Tonino Lamborghini Home at 2017
Salone del Mobile Exhibition in Milan*





Tonino Lamborghini Home at 2017 Salone del Mobile Exhibition in Milan



The Home Collection

The luxury collection dedicated to the home and office features **bold furnishing items** upholstered in leather, in bright and vibrant colours, of course inspired by the automotive and mechanical heritage of the Bologna-based brand. In fact, it is no coincidence that the models of the Tonino Lamborghini Casa line elegantly evoke the **world of vintage grand tourers**, a clear reference to the history of the Lamborghini family, both in terms of design lines and materials used, such as high-quality leather finished with carbon and kevlar details.

Even for the CASA line, the **mechanical stylistic elements** - bearings, connecting rods, pistons, exhaust pipes, ventilation grilles, headlights, leaf springs and hinges -, which have always distinguished the luxury accessories of the brand with the raging Bull crest, are key elements of inspiration for upholstered chairs, desks, lamps and beds designed by Tonino Lamborghini.

High-tech materials like carbon fibre, brushed steel and braided wire symbolise a concept of power and strength; fine leather suggests a touch of luxury and elegance.

The innate appeal of high standards adds objective beauty to mechanical stylistic elements supported by lightweight and precious high-tech materials.



Tonino Lamborghini celebrates 10 years of his iconic watch with the new Spyder Skeleton Model

Design inspired by the brand's logo and luxury sports cars world

"Watches are one of my favorite accessories, because their movement recalls my family's mechanical heritage and legacy. Besides, the design applied to the timepieces sector has been one of my greatest passions since I started my own company" - declares Tonino Lamborghini.

*"My watches are mostly **dedicated to 4-wheels lovers**: case shapes, counters, the crown design, materials and colours used for the different models, all the key stylistic features recall the luxury sports cars world.*

In year 2007, with the support of my company's Centro Stile, we designed a watch inspired to the shield, my family's emblem that encloses the Miura Raging Bull". During the years, the Spyder watch has become the best seller and today represents the iconic timepiece of the Tonino Lamborghini Swiss Watch Line. Its major clients and fans can find the collection in Tonino Lamborghini corner-shops in Middle East, Russia, Asia and United States.

SPYDER DARK LINE



Spyder Dark Line, with case, bezel, crown and pushers in sandblasted/satin-finished steel with black-PVD treatment and coloured inserts.

SPYDER 12 H



Spyder 12H, with a more slender case, buttons and crown at 12H, resembling the design of high-precision chronometers used in the car races.

SPYDER HORIZONTAL



Spyder Horizontal, with the shield-shaped case horizontally rotated 45° counter clockwise.

SPYDER LADY



Spyder Lady models, dedicated to a feminine clientele.



SPYDER SKELETON

The Tonino Lamborghini Italian brand celebrates 10 years of the iconic watch and bestseller of the Tonino Lamborghini Swiss Watches collection: the **Spyder**, created in different models and versions, chronograph or three hands, with quartz or automatic movement.

To commemorate this anniversary, Tonino Lamborghini has created a very particular Spyder model: the **Spyder Skeleton** with MS20 skeleton Swiss automatic movement.



Tonino Lamborghini and AVM 1959 together for a worldwide eyewear licence agreement

Made in Italy manufacturing and style

Tonino Lamborghini and AVM 1959 have recently announced the launch of the production and the worldwide distribution of sun and prescription eyewear branded Tonino Lamborghini.

The new Tonino Lamborghini Eyewear collection, previewed at 2018 MIDO fair in Milan, is a premium line, inspired to values shared between the two partner companies. Passion for the Italian design and for luxury sport cars will be combined and will create a unique collection.

Made in Italy, luxury, design, style, innovation, **high quality materials** and attention to details.

The brand's heritage is recalled by the Miura bull in the red shield, symbol that expresses the dynamic and eclectic personality of the founder Tonino Lamborghini, who interprets the Italian style, remaining faithful to his family tradition and history.

Collections will be distributed in the **best optic stores worldwide**, in multibrand fashion channels and in the more exclusive department stores.

The management of AVM 1959 expresses high satisfaction for the agreement with one of the more important companies in the Italian production of luxury accessories and for the launch of a new collection that, *"will be interpreted with unique style and personality, recalling the historical values of a brand symbol of luxury and Italian style"*.



"By working together with an historical Italian eyewear manufacturer we have the chance to enhance even more the brand's stylistic paradigm created by my father, inspired to the Italian industrial design and to our family's mechanical heritage" pointed out Ferruccio Lamborghini, Vicepresident, at the launch of the new collection.



Mod. Gear TL 086-51



Tonino Lamborghini ALPHA·ONE smartphone: a perfect mix of Lamborghini family legacy and latest IT technology

The smartphone for Alpha people

Ferruccio Lamborghini, Vicepresident of the Italian luxury company Tonino Lamborghini, presented the new branded Alpha-One smartphone during a special Launching Show at the Grand Ballroom of the Tonino Lamborghini Hotel Kunshan - City Center last November 2017.

Ferruccio Lamborghini, first son of Tonino Lamborghini and Vicepresident of the Italian company declared: *“Like the tractor - perfect symbol of the leader who pull others - inaugurated a history of successes in the Lamborghini family 70 years ago, I am here today in China to launch a new species of mobile phones. ALPHA·ONE is the luxury smartphone dedicated to Alpha people, **real leaders with the right driving force to dare.** ALPHA·ONE will bring to the Chinese consumers **a new digital experience.** This new Premium smartphone combines unique design, luxurious materials, special tech features and the daring force of the Tonino Lamborghini brand. It is a perfect mix of Lamborghini family legacy and latest IT technology”.*

ALPHA·ONE is available online at www.lamborghini.it and www.lamborghinimobile.com as well in luxury-**selected store worldwide** at: Lotte Department stores in Seoul, South Korea; Mobyado boutique, in Moscow “Vremena Goda” Gallery; Harrods in London; Levant boutiques in the Dubai Mall and in the shops of selected highest-level hotels in UAE; and at Toàn Cau Luxury Boutique in Ha Noi, Vietnam.

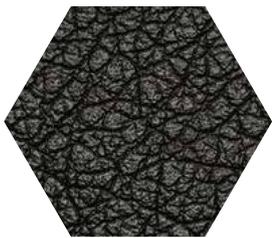
ALPHA·ONE, an Android smartphone with Dual-Sim slots, combines technology with pure luxury. It is made with the finest materials, including handcrafted Italian leather and a liquid alloy developed specifically to resist corrosion whilst remaining lightweight. Key features include the super-fast fingerprint sensor for security and usability, a Qualcomm Snapdragon 820 processor, a front-facing 8MP camera and a main 20MP camera with optical and digital image stabilization and a high-quality audio system using a Dolby dual speaker.





ALPHA (α) is the first letter of the Greek alphabet and perfectly symbolizes the character of the targeted consumer: a real leader and trendsetter who has the right driving force to discover what is cool and fashion in the world. This naming perfectly matches with the product characteristic as well as with the brand values: legendary, timeless, innovative, daring, cutting edge.

MATERIAL. One of its key features is the usage of a premium quality material called liquid metal, an alloy that provides unique properties including high strength, corrosion resistance, lightweight, and malleability. More durable than titanium and often used in surgery tools, supercars or premium golf club, the liquid metal alloy protects the device from shock and everyday wear.



ITALIAN TOUCH. Italian leather back cover skillfully handmade by Italian artisans offers stylish and comfortable grip. The extraordinary thin leather is decorated with a double gold stitching line. The famous “Raging Bull” Tonino Lamborghini logo and an ultra-speed and highly accurate U-shape fingerprint identification complete the striking design on the back.

AUDIO. ALPHA-ONE dual loudspeakers uses Dolby Atmos digital surround that creates an inside-the-action feeling with the 3D high quality sound. The sound is natural, clear, vivid, and loud, with powerful Bass, stunning details and no distortions.



CAMERA. A front-facing 8MP camera and the main 20MP camera provide excellent photo quality with optical and digital image stabilization. F1.8 aperture offers a more vivid imaging experience, depth of field and sharper night imaging. 4K UHD video recording function maximizes the entertainment.

PERFORMANCE. ALPHA-ONE is powered by Qualcomm Snapdragon 820 processor, 4GB RAM + 64GB internal memory and 128GB external micro-SD support for top quality performance.



BUSINESS UTILITY. A Dual-SIM allows the usage of two different numbers in a single phone; ALPHA-ONE comes with Android Nougat (7.0) operating system. The ALPHA-ONE maximum battery capacity is 3250 mAh, providing up to 314 hours on standby and up to 13 hours of talk time. It supports Quick Charge with USB Type-C. The fingerprint sensor at the back improves both user experience and security.

DISPLAY. The WQHD 5.5” AMOLED color screen display covered by Gorilla Glass 4 renders every detail more clear and vivid. It is fingerprint-proof coating and very sensitive: usable both with wet hands or gloves, in rainy or harsh cold conditions.





INVINCIBILE Tonino Lamborghini new man's fragrance

For accomplished, self-confident, daring, competitive and respectful men

The Italian luxury brand Tonino Lamborghini announces together with the American company Desire Fragrances Inc. the launch of his new signature fragrance for men, INVINCIBILE.

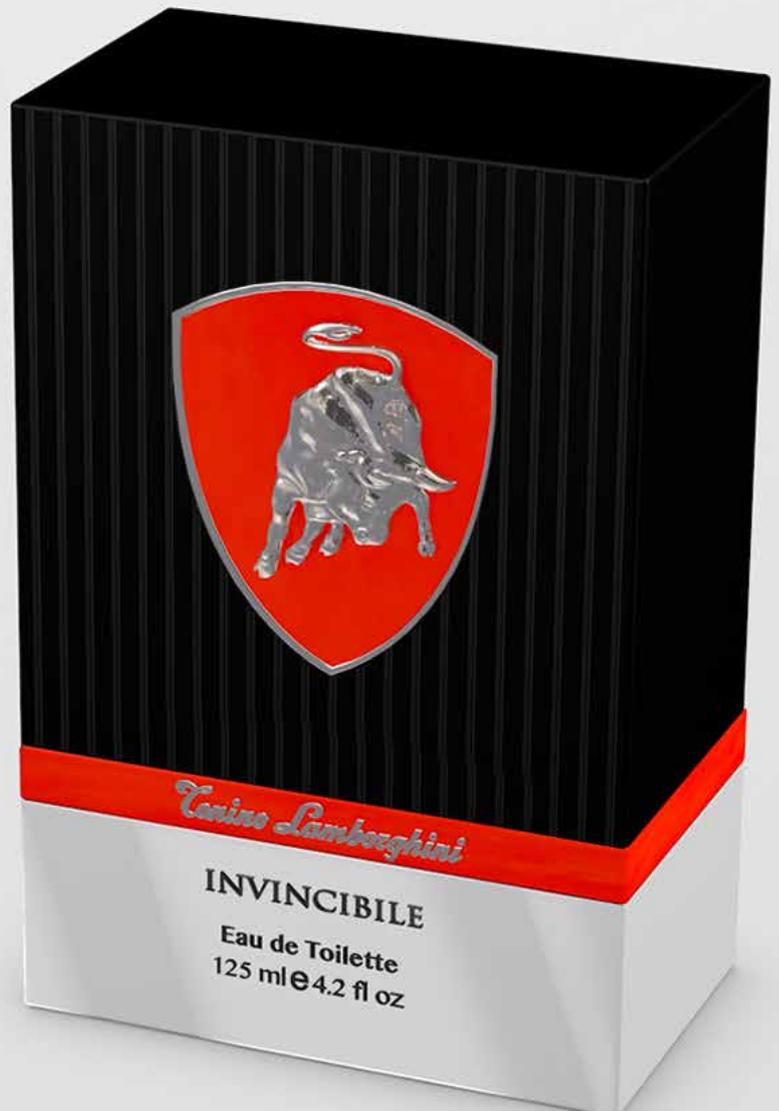
Tonino Lamborghini new men's perfume collection, previewed at the 2017 Tax Free World Association Exhibition in Cannes, will debut in Spring/Summer 2018 at major department stores, selected and specialty retailers US nationwide and globally.

Staying true to the iconic brand design aesthetic, Tonino Lamborghini INVINCIBILE speaks to the quality and style of the modern man.

The packaging captures the essence of Tonino Lamborghini design elements, clear glass with the iconic logo embossing, wrapped in black.

With a hit of brand's distinct color - red, around the chrome cap, sealed with the Tonino Lamborghini logo on the top. **The design** captures simplicity and sophistication of luxury with a timeless approach, paying homage to Tonino Lamborghini's meticulous attention to detail and craftsmanship. With distinct focus on the iconic brand colors, the packaging communicates the essence of a unique Italian style. The bottle reveals the quality of product, defining the masculine of a timeless man. Desire Fragrances Inc. has paid attention to every design detail in creating the scent and the packaging, which, together with POP and POS marketing carries an immediately recognisable style, positioning the brand strongly at retail level.

To pay homage to his Italian roots, Tonino Lamborghini has decided to name the fragrance with an Italian name: INVINCIBILE (in English *invincible*).





INVINCIBILE is a bold new fragrance that celebrates an eternal hero. Accomplished, self-confident, daring, competitive and respectful - this is the INVINCIBILE man. The **scent** captures the powerful essence and uncompromising spirit of a legendary Italian brand within a timeless hero. A man conquering all, overcoming any challenge, strong and invincible but with a touch of

sweetness, as every woman desired companion.

The perfume has a base of rich oak moss, musk, black vanilla, precious and rare **ingredient** - ambergris. Top notes of bergamot, black currant, with a splash of pineapple and apple. Middle notes of patchouli, birch, rose infusion and Moroccan jasmine.

FORMATS

Eau De Toilette - 40ml, 75ml and 125ml

Gift Set: EDT 40ml+ Shower Gel 100ml / EDT 75ml + Shower Gel 150ml

Gift Set Tin Packaging: EDT 125ml + Shower Gel 150ml + After Shave Balm 150ml

Gift Set Folio Case: EDT 100ml + Shower Gel 150ml + After Shave Balm 150ml

Gift Set DOPP: EDT 75ml + Shower Gel 150ml





Tonino Lamborghini Ties

Tradition, heritage and emblems embroidered on blue silk



Tonino Lamborghini is recognised around the world for its famous “Raging Bull” inside a shield. Since the Bull evokes the bullfight, the Tonino Lamborghini Centro Stile has dedicated a line of blue silk ties to the **Tauromachy**.

The embroidery features the classic tools of the **Matador**: the muleta or scarlet cape, the estoque or sword, and the sombrero, that is the bullfighter’s three pointed hat. These are the most iconic and distinctive symbols of the **corrida** that convey force, strenght and **latin passion**, values of the Italian brand’s DNA. On the inside, the tie is embroidered with the bull silohuette and the Italian flag colours.

The Centro Stile Tonino Lamborghini has created also a brand new line of navy blue silk ties designed for **car enthusiasts** across the globe. It includes three silk embroidered models, each depicting original and bold images - bearings, leafspring, steering wheel - that hark back to the unmistakable automotive heritage of this Italian brand.

On the inside, the tie is embroidered with the bull silohuette and the Italian flag colours.



Tonino Lamborghini has also dedicated a tie in blue silk to his **American fans**. The embroidery on the outside depicts the Italian and American flags that cross as a sign of mutual brotherhood and friendship. In the inner part of the tie, next to small embroidered Italian flag, there is the logo of the brand, with the edges of the shield with the Italian flag colours and the signature “Tonino Lamborghini” in blue.

Available also with Korean, Japanese and Chinese flags.



GINEVRA BAGS

Bag manufactured with calf silk-nappa leather. Adjustable and removable leather shoulder strap with two hooks and adjustable buckle. The customization, shield-shaped with the famous Miura bull of the Tonino Lamborghini logo, is made of silver coloured rhodium nickel. The closure has two magnets under the flaps. Interior lining in gray alcantara, with inside zip pocket.

Available in four colours: white iceberg, Limoges blue, hazelnut and black in Gredos leather.





Tonino Lamborghini Smoking Accessories

The new limited edition lighters and cigar cutters

Forza Lighter

Carbon fiber inlay cigar lighter with single jet wind-resistant angled flame.

Polished gunmetal finish with laser engraved bull logo.



TNF002023

Raddoppiare Lighter

Twin jet flame lighter with cigar punch, black body and red details.

Aldebaran Cigar Cutter

Black carbon fiber cigar cutter with polished chrome finish. Push-button branded button down for automatic opening mechanism.

Cuts up to 58-ring gauge cigars with dual guillotine blades made with surgical stainless steel.



TNF003010



Tonino Lamborghini Golf Accessories

Italian style and design with Japanese high performance technology



Thanks to the partnership with Honma Japan, Tonino Lamborghini has created a high performance golf equipment line which combines Italian style and design with Japanese high performance technology.



Tonino Lamborghini Luxury Beverages Products

The high quality of the Made in Italy products selected by Tonino Lamborghini for an international distribution

In the 90s', Tonino Lamborghini was among the first entrepreneurs to launch his own line of Made in Italy **Food & Beverages** products, with only one vision: **to spread the Italian high quality culinary tradition worldwide.**

Nowadays this unchanged vision is applied to a wide range of beverages products: Coffee, Hot Chocolate, Tea, Energy Drink, Vodka and a Selection of Wine labeled *Palazzo del Vignola* and *Sangue di Miura*.

The Tonino Lamborghini Luxury Beverages products cover from breakfast to after meal and from dinner to nights in the most exclusive clubs. They are worldwide recognized as beacon of Made in Italy, high quality and style.

Tonino Lamborghini Luxury Beverages products are distributed in more than 30 countries throughout the globe, with a very high stand positioning and distribution: Ho.Re.Ca. and Super Ho.Re.Ca. channels, selected clubs, lounges and cafés.



Tea

Tonino Lamborghini Tea selection includes eight classic teas and four infusions, packed in single-serv boxes: whole leaves of the highest quality, in single hand-sewn tea filters with the famous 'Raging Bull' logo on the tea tags.



Espresso

Tonino Lamborghini hands over all his history into a cup of an excellent Espresso. The Italian high quality style embraces the natural tendency for perfection of the brand of the Bull. The accurate procedures of selection of the green coffee beans, the sophisticated phases of production, roasting and warehouse and the strict manufacturing inspections: all these processes create very high quality blends, that can satisfy also the most expert and demanding palates.



Hot Chocolate

Tonino Lamborghini brings to life the bliss of the chocolate drink in eight special blends, each with a sophisticated flavor that marries perfectly with the velvety creaminess typical of the very best cocoa. Tonino Lamborghini hot chocolate drink is made with a traditional recipe and the kind of cocoa consumers love, its taste evokes feelings of warmth and delight.



TESORI LATINI

TONINO LAMBORGHINI

Tonino Lamborghini Energy Drink is a **Made in Italy** carbonated soft drink formulated to give the right amount of energy to those who aim at living every moment of their life intensively without giving up style.



STYLE NEVER

LAMBORGHINI ENERGY DRINK



With only **5 calories for 250 ML**, Tonino Lamborghini Energy Drink Sugar Free offers a boost of energy at every moment of the day. The new can perfectly reflects the values of the brand and of the product.

NEVER SLEEPS[®]

PREMIUM VODKA

Tonino Lamborghini Vodka is presented in a shaft of sheer elegance that evokes effortless Style of the brand. The Tonino Lamborghini Vodka is a project with an international appeal, a high positioning and an exclusive distribution, which involves some of the most exclusive and fashionable clubs worldwide.

The highest quality cereals are from Eastern Europe and the water used in the process of dilution flows directly from pristine Italian springs at the foot of the Rhaetian Alps in the Franciacorta valley. The triple distillation extracts the very best qualities of the grain and gives a simply unique result which is a balance between strong and smooth, pure yet unmistakable: the taste of *Pure Italian Talent*.





SANGUE di MIURA



Tonino Lamborghini Lounges, Restaurants and Cafés

Italian excellence around the world

The concept

“Hospitality: the friendly and generous welcome and entertainment of guests and visitors”.

Referring to this definition, the Hospitality concept can be considered a promise to guests and customers.

By entering the world of Hospitality, 10 years ago, Tonino Lamborghini made this “promise” a “challenge”.

The Hospitality concept for Tonino Lamborghini aims to be a synonym of the “Italian way of life”.

Thanks to his experience in lifestyle, design, high quality standards of services and of food and beverages, Tonino Lamborghini company has concretized its values and know-how in real locations, like branded Restaurants, Lounges, Cafés, 5-Star Hotels, service apartments and Real Estate projects throughout the globe.

Lounges, Restaurants and Cafés

Design

Instantly recognizable thanks to the combination of sharp lines, **net shapes and modern visual moods**.

All projects are characterized by a cutting-edge interior design and a warm and sophisticated atmosphere. They are studied to be well integrated with the local culture.

Italian taste

The mission for Tonino Lamborghini Company is to spread the high quality Italian culinary tradition worldwide with a branded food and beverage project.

Services

High standards of services are offered in all places where guests can experience at 360° the Tonino Lamborghini world.



Avenue Mall - Kuwait City



Tonino Lamborghini Cafés in Kuwait

Last opening at the Gate Mall

At the Gate Mall in Kuwait, a new Tonino Lamborghini Café opened the doors to the public in 2017, just one year after the Tonino Lamborghini Café opening at the Avenue Mall, in Kuwait City.

Tonino Lamborghini Cafés in Kuwait perfectly reflect **the spirit of the brand** with red and black details, modern interiors and materials, branded sofas and signature design elements.

With their exclusive features, Tonino Lamborghini Cafés offer **refined delicacies** created by the best confectioners and chocolatiers, as well as the selection of Tonino Lamborghini Hot Chocolates, Energy Drink and Espresso: a mix of Italian and local culture for national and International customers who would like to taste the true Italian flavor in an exclusive location.

Tonino Lamborghini Cafés are places dedicated to a demanding **upper-class clientele** where the values of the brand guarantee a quest for Italian qualitative excellence.



Gate Mall - Kuwait City

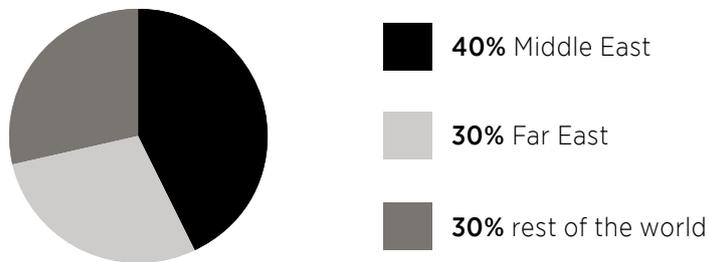


Tonino Lamborghini's World

Family brands & commercial expansion

- Today the Tonino Lamborghini Group focuses on the development and positioning of luxury accessories in Middle East, Far East, Russia and Europe.
- Commercial presence in 60 countries
- 15 active partnership agreements with international coverage
- 100 international distributors

In **2017** export representend the **97%** of the turnover, with:



LIFESTYLE
BRANDS



W I N E S



AUTOMOTIVE





By Tonino Lamborghini Home opens in 50 chinese cities

A total living with an Italian Spirit



Mr. Wang Bingkun and Ferruccio Lamborghini

De Rucci, leading high-end bedding company in China, and the Italian brand Tonino Lamborghini opened in June 2017 **the first By Tonino Lamborghini Home Collection flagship shop** in Shanghai, at Macalline Shopping Mall, one of the most important shopping center for home decoration in China dedicated to high-end market.

This opening represents a new step of the partnership started in 2010 between De Rucci and Tonino Lamborghini, collaboration that has been reinforced with the production of mattresses and home furniture under the By Tonino Lamborghini brand.

The plan is to open **200 By Tonino Lamborghini bedding stores** in the next 3 years in China special first - and second - class cities.

According to De Rucci Brand Director Mr. Wang

Bingkun: *“The cooperation between De Rucci and Tonino Lamborghini will bring to China not only the extreme, uncompromising Lamborghini family spirit, but also Italian art and Italian craftsmanship in the bedding system. The By Tonino Lamborghini Home products will offer to Chinese consumers an unprecedented perfect sleep experience. The design has been studied with a strong collaboration between the **Florence Design Academy**, the Tonino Lamborghini and De Rucci design teams to grant high-end beddings to Chinese upscale clients”.*

By Tonino Lamborghini Home will provide Chinese consumers with the ultimate sleep experience and home decor, together with the added value of the brand’s uncompromising spirit and pure Italian talent.



TESORI LATINI

By Tonino Lamborghini Bikes

Two wheels have never been so stylish



Alloy frame bike mod. TL 7020





By Tonino Lamborghini Tecnologia

Gardening devices with Italian design and German technology

Lawn mowers, cultivators, brush cutters, hedge trimmers, chainsaws, grass trimmers, grass shears and other gardening devices: the world famous By Tonino Lamborghini brand presents its innovative range of gardening devices, designed in Italy and manufactured in Germany.

Outstanding **German workmanship** meets exciting **Italian style**: Tonino Lamborghini blends the best of both worlds and sets new standards in terms of form and function.

By Tonino Lamborghini branded gardening devices are not only visually eye-catching, but also handily light, functional and feature **advanced technologies**. The designers have placed particular value on ergonomic shapes and technical innovations, which significantly simplify work in the garden.

By Tonino Lamborghini gardening devices come with a 5-year warranty after product registration.

These products meet the highest demands in terms of **quality and service**: qualified customer and technology hotline; direct home delivery of spare parts; fast repairs.

By Tonino Lamborghini gardening tools range is produced by the renowned German manufacturer ikra-Mogatec in Germany and is distributed worldwide. Over 30 years' experience in manufacturing gardening devices for high quality and reliable products.





Tonino Lamborghini Golf Cart

For golf lovers

The golfer's green dream! The new Tonino Lamborghini ecological cart is also ideal for multiple use: public and private parks, farms, trade exhibitions holiday resorts, dock services and airports. Its graceful silhouette is the product of Tonino Lamborghini Centro Stile, considered a mark of Italian excellence throughout the world.





Town Life

A City Car with personality



A passion for two and four-wheeled motor vehicles is obviously part of our DNA. In 1998 Tonino Lamborghini founded the Town Life SpA - City Car: he designed **utility vehicles** with an instantly recognizable personality engineered by Luigi Marmiroli, with years of experience in the sports cars sector.

All Town Life cars have a reinforced steel tubing chassis, whose outstanding rigidity/weight ratio guarantees unrivalled **structural strength**. In the event of a road accident, this stainless steel structure is designed to offer maximum resistance and thus to protect the survival cell that contains the driver and passenger.

The car's body is made of extra-strong composite materials. The **Carbon model**, for example, is created using a hand lay-up technique employing fibreglass and carbon fibre, which guarantee a greater strength and better safety than other materials.



Electric car



Ferruccio Lamborghini and GPCC unveil electric scooter

A new chapter in the EV business

Ferruccio Lamborghini, the grandson of the Italian entrepreneur who founded the luxury car brand, has recently unveiled a new Iso branded electric scooter called "Iso Moto" with **GPCC Korea** CEO Brian Park, in Guangzhou, China.

Iso is a brand owned by the Lamborghini family.

"Considering Korea's high reputation for ICT and car technology" - declared at the project launch Ferruccio Lamborghini, former motorcycle racer - "after meeting Brian Park, CEO of GPCC Korea, I personally asked my father to follow this project and start a new chapter in the EV business".

The **Iso Moto scooter** is able to run 65 kilometers (40 miles) on a single charge, but it can also extend its distance to 150 kilometers with additional options. It can be charged with a 220-voltage plug available in most Korean homes and it takes three to four hours to fully charge. The scooter can reach a maximum speed of 80 kilometers per hour.

The Iso Moto scooters are on sale in Korea with a suggested price of \$4,000. Target markets are Far East, Middle East and South America.

GPCC Korea aims to sell 2,500 scooters globally this year. With GPCC Korea Ferruccio Lamborghini has also presented the Town Life branded scooters in Shenzhen, China. *"With Town Life we are not only focused on two-wheeled scooters, but we also want to launch bigger*



Ferruccio Lamborghini at the Iso Moto scooters presentation



electric vehicles", Lamborghini added.

In the future, Ferruccio Lamborghini and GPCC Korea would also like to give the **Town Life brand** an electric upgrade.

"We are doing R&D for the Town Life minicar scheduled to launch in Korea in 2019", - Park said. "They will be able to drive up to 100 kilometers on a single charge, and we plan to launch the electric minicars in China and other Southeast Asian countries".

"We are not going to target the North American market because a slow-moving vehicle is not suitable for that local driving environment", he added.

The company aims to sell 1,000 electric minicars.



Town Life scooters launch in Shenzhen, China



Our President Tonino Lamborghini

Career

Tonino Lamborghini was born in Cento (Ferrara, Italy) in 1947 from a family who has become famous the world over in the mechanical and car sectors.

After a degree in Political Science and Economy at the University of Bologna and an honorary degree in Mechanic Engineering in New York, he was President of the Lamborghini Oleodinamica S.p.A. (1974-2002) and President of Lamborghini CALOR S.p.A. (1983-2003).

In 1981, he founded the Tonino Lamborghini Style and Accessories Company for the creation of luxury accessories and design projects with the renowned “Raging Bull” brand.

In 1998 he founded the TLR Srl - Golf Carts company and in 1998 the Town Life SpA - City Car.

In 1995 he was appointed as “Honoured Commendatore” by the President of the Italian Republic Scalfaro and in 1996 “Señor Don Caballero de Merito con Placa de Plata” by His Royal Majesty Infante of Spain Carlo Borbone of the Sacred Military Constantine Order of Saint George.

In 2015, he was ordained Honorary Consul of Montenegro in the Emilia-Romagna Region, Italy.

In February 2018, Mr. Lamborghini was awarded Doctor of Literature Honoris Causa by the D Y Patil University, of Navi Mumbai, India.

From the left: Clarissa Burt, Ginevra Lamborghini, Tonino Lamborghini, Makarand Jawadekar, Greg Reid and Ferruccio Lamborghini.



- 1947**
Tonino Lamborghini's birth
- 1974-2002**
President of Lamborghini Oleodinamica S.p.A.
- 1981-PRESENT**
President of Tonino Lamborghini S.p.A.
- 1983-2003**
President of Lamborghini CALOR S.p.A.
- 1995**
Honoured Italian Republic “Commendatore”
- 1998**
TLR Srl - Golf Carts and Town Life S.p.A. foundation
- 2015**
Honorary Consul of Montenegro in Emilia-Romagna
- 2018**
Doctor of Literature Honoris Causa by the D Y Patil University, Navi Mumbai, India.



Honorary Consul of Montenegro in Emilia-Romagna

For the promotion of one of the fastest growing countries in Europe

In 2015, Tonino Lamborghini was ordained Honorary Consul of Montenegro in the Emilia Romagna Region, in the north of Italy.

At the Embassy of Montenegro in Rome, S.E. Anton Sbutega, former Ambassador of Montenegro in Italy, personally delivered the Execuator to Mr. Lamborghini, who opened in Bologna his Consul Office.

This important recognition testifies the **longstanding partnership** between the Consul Lamborghini and the Italian authorities of Montenegro. The collaboration started in 2010, thanks to the support of the former Prime Minister of the Republic of Montenegro Milo Djukanovic and of the former Italian Ambassador in Montenegro S.E. Sergio Barbanti.

As Honorary Consul of Montenegro, Tonino Lamborghini

declared: *"I am proud to put my business skills and contacts at disposal of the Montenegrin economic operators. I am **promoting this Country** towards other Italian entrepreneurs, because today Montenegro can be consider one of the fastest growing countries in Europe. And I am personally interested in finding partners for luxury branded hotels, restaurants and cafés on the main tourist areas of the Montenegrin coast"*.

The **main functions** of Mr. Lamborghini as Honorary Consul with specific jurisdiction on the Emilia-Romagna Region will consist in: encouraging the development of commercial, economic, cultural and scientific relations between Montenegro and Italy; promoting friendly relations between the two countries; implementing tourism activities and investment opportunities

in Montenegro; highlighting the business opportunities; protecting the image and interests of Montenegro in the Emilia-Romagna region and of Montenegro and its citizens within the limits permitted by international law; providing assistance to officials of Montenegrin state and Montenegrin citizens in Emilia-Romagna.



MONTENEGRO

Tonino Lamborghini and Anton Sbutega





The Lamborghini family's visit to India

In the State of Maharashtra, a week of awards and acclamation: the Honorary Doctorate at the D Y Patil University in Mumbai and the title award "Legend of Design" at the MIT-ADT Technology University in Pune



in the world, Europe is ready to welcome Indian graduates and to set up new partnerships and new business with you. In the streets of life that you will have in front you, I wish you to speed fast and performing like a Lamborghini!"

D Y Patil University is one of the leading Universities in India. The university has evolved to become a leader in nine specific constituents graduating students in different fields.

On the left, from the left: Shirish Patil, Vice Chancellor, Tonino Lamborghini and Vijay Patil, President, D Y Patil University, Navi Mumbai.

At the bottom, from the left: Anupam Karmakar, Chief Executive Officer at D Y Patil Hospitals, D. Y. Patil, founder of the University and Vijay Patil, President D Y Patil University, Navi Mumbai.

On February 2018, Mr Tonino Lamborghini, his son Ferruccio and his daughter Ginevra were invited by Indian Universities and by the Government to visit the Country for institutional and business purposes.

He received the **Honorary Doctorate Honoris Causa in Industrial Design** from the **D Y Patil University of Navi, Mumbai**, on the occasion of its 12th Annual Convocation Day. The award was conferred to Mr Lamborghini as person of *"charisma and international reputation, known for his great contribution to the culture of industrial design and luxury lifestyle"*.

During his **Commencement Speech**, Mr Lamborghini said to the students: *"Always feed your soul and your mind. And remember that true luxury must always be accompanied by culture. With your excellent education, one of the best*





elegant fashion originates. Sir, this eminence is the result of your outstanding creativity, innovation, ceaseless hard work and passion.

Sir, we sincerely admire your creativity, your spirit of enterprise and the pathway of excellence on which you have steered the world of luxury and fashion accessories.

Today, on the occasion of the inauguration of Persona Fest 2018, techno cultural festival of our University, we reiterate our proud privilege in conferring upon you this Citation of Honour.”

The Lamborghini family was also invited to the PERSONA FEST at the **MIT Art, Design and Technology University in Pune**. The objective of the Fest is to create an unparalleled forum for the students to test their intellectual and artistic prowess, simultaneously opening a venue for sharing mutual experience, skills and talent in the field of culture, literary and other activities on a common platform.

Mr. Lamborghini gave his speech in front of thousands of students from various universities and colleges of India.

He also received the **title award “Legend of Design”** for the outstanding contribution to the world of luxury lifestyle items.

Among the reasons of the award: *“The Tonino Lamborghini brand is actually a personification of the country of its origin - Italy, which has a glorious history, characterized by rich culture and elegance. The products designed by you are the perfect blend of innovation and creativity that go way beyond the vagaries of fashion trend. In fact, the Tonino Lamborghini brand is where*

At the bottom, from the left: Mangesh T. Karad, Executive President of MIT, Tonino Lamborghini and Vishwanath D. Karad, Founder and President of MIT Art, Design and Technology University, Raj Baugh, Loni Kalbhor, Pune, India.



The Lamborghini family will set up a JV for Electric Golf Carts & other off-road lifestyle electric vehicles in India

A joint venture company with one of the top Indian groups



From the left: Ferruccio Lamborghini, Iftekar, Sulajja Firodia Motwani, Founder and CEO of Kinetic Green Energy & Power Solutions Ltd.

Tonino Lamborghini participated in the 2018 Magnetic **Maharashtra Convergence global investment Summit** organised by Devendra Fadnavis, the Chief Minister of the Maharashtra State. Lamborghini shared the stage with the Prime Minister of India, Mr. Narendra Modi, top central and state officials and ministers, representatives of foreign governments, and business icons like: Mukesh Ambani (Reliance Industries Ltd.), Ratan Tata (Tata Motors), Richard Branson (Virgin Atlantic), Edward Monser (Emerson Electric Co), Hande Diltemiz (H&M); Cho Hyun-Joon (Hyosung Group), Sultan Ahmed Bin Sulayem (DP World), among others. The event was organized jointly by the Maharashtra Industrial Development Corporation and association with the Confederation of Indian Industry.

With the summit, the state strengthened Maharashtra's position as 'gateway' for all future industrial development in India. After several business meetings, the Lamborghini family met the **Firodia family**, owner of one of the most admired and respectable industrial

group in India (Kinetic Engineering Ltd).

The two families signed a **MOU** (Memorandum of Understanding) for Tonino Lamborghini Spa and Kinetic Green Energy & Power Solutions Ltd. to set up a new joint venture company in India (in state of Maharashtra) for design and manufacture of premium segment golf carts and **other electric off-road vehicles**.

Kinetic Green is the youngest company of 600 Million USD Firodia group with a vision to bring green mobility solutions with well-engineered quality products for millions. Pioneered in the field of green mobility in India with well-developed R&D centre and manufacturing facility, company aims to provide green mobility solutions not only in India but globally. A name synonymous with trust and reliability, Kinetic has reached a legacy of over four decades and has established itself as an innovative and progressive company.

The **new JV** will leverage Kinetic Green's existing R and D as well as manufacturing facilities located in

From the left: Narendra Modiand, Prime Minister of India, Devendra Fadnavis, Chief Minister of the Maharashtra State, Suresh Prabhu, Minister of Commerce and Industry Govt. of India, Richard Brenson, Chairman of Virgin Hyperloop and Tonino Lamborghini.



Ahmednagar district of Maharashtra where the company manufactures various electric vehicles and holds a leading position in electric three-wheeler business in India. Announcing this Joint Venture, Mrs. Sulajja Firodia Motwani, Founder and CEO of Kinetic Green Energy & Power Solutions Ltd said that *“the whole world is moving towards green technology oriented vehicles for a better tomorrow and Kinetic Green is keenly looking to tap the global market with **high end golf carts and off-road electric vehicles along with our JV partner Tonino Lamborghini.**”*

The golf carts segment is growing at a good rate over 7.5% CAGR and currently has a global market size of 300000 units where Norther America and Europe count for the maximum market share. Under the “Make in India” Initiative for ease of doing business, India has jumped forty points ahead and becoming one of the most favored nation for manufacturing and distribution point for global market, our JV fits in to the same concept where Kinetic Green expertise in low cost quality manufacturing and operation with Tonino Lamborghini global brand will

make the products most saleable proposition throughout the world”. Speaking at the occasion, Mr. Ferruccio Lamborghini, said: “E-vehicles are nowadays under the spotlight as never before, and in this era of changes the world is becoming aware of the potentials and benefits that E-vehicles can provide. Golf carts are not unknown for Tonino Lamborghini, as the brand started to produce premium golf carts in 1990, and today we are very proud to announce the brand is discussing with Kinetic Green, company of one of the most admired and respectable family of India, to set up a JV company which will aim to look to future and provide a vision, not only products. Following the Lamborghini family entrepreneurial spirit, Tonino Lamborghini is ready to embrace this challenge and the following weeks the strategies will be define in order to jointly put all our values into the project to soon participate to this change”.

From the left: Sulajja Firodia Motwani, Founder and CEO of Kinetic Green Energy & Power Solutions Ltd, Padmashree, Ferruccio Lamborghini, Arun Firodia, Founder and Chairman of the Firodia Group, Tonino and Ginevra Lamborghini.



Ferruccio Lamborghini: The Official Story

The private life of Ferruccio, creator of the car empire and of the Italian legendary Lamborghini brand

Tonino Lamborghini is the author of the volume "**Ferruccio Lamborghini. La storia Ufficiale/The Official Story**" (published by Minerva Edizioni, April 2016), the new enriched release of the first book he wrote in 1997 and published in its first edition with the title "Honour thy Father and thy Mother" (10.000 copies, Editoria Universitaria Venezia).

The new book, dedicated to the loving memory of his father Ferruccio Lamborghini and his family, is full of photos and personal memoirs, written with a documentary and epistolary format.

The author tells 60 years of **Ferruccio Lamborghini's activities**: his lust for the challenge, his passion for motors and trading, the birth of the first tractor, the launch of the car brand now famous all over the world. From the military experience in Cyprus during the Second World War to the first Lamborghini farm tractor factory, from the founding of other companies of the Lamborghini Group (Lamborghini Calor and Lamborghini Oleodinamica), to the creation of the legendary luxury sports cars like the Miura, Countach, GT 350, Islero, Jarama, Urraco, now collected in the beautiful Ferruccio Lamborghini Museum in Argelato (near Bologna) created by Tonino himself.

Furthermore, there are many articles and passages from period newspapers and historical books about the local territory. More than a hundred pictures from the **Lamborghini family's album**, most of them unpublished. Compared to the previously published volumes, in this new book the author has added information boxes written by the Italian journalist Daniele Buzzonetti with special anecdotes of Ferruccio's life and technical news about the vehicles he produced.

The book is not only a family history. Apart from personal memories, anecdotes and peculiarities about Ferruccio's life, the book is also something more.

It is a real example **of the Italian economy transformation** from the rural to the new industrial economy born after the post-war period. It is also the story of a modern self-made-man born in a little village in the rural province between Ferrara and Bologna, "*a born creator, or - better - an enlightened changer*", as Stanislao Nievo defined him in his introduction to Tonino Lamborghini's book.





"Ferruccio Lamborghini e dintorni...
...quasi tutta la vita..."
- 1990



"Onora il Padre e la Madre" - 1997



"Onora il Padre e la Madre" - 2004
Japanese edition



"Diventerò Lamborghini"
1ª edizione - 2006



"Ferruccio Lamborghini. La sfida, l'avventura, la Miura" - 2016







Ferruccio Lamborghini Museum

A space dedicated to the mechanical genius of Ferruccio Lamborghini and the legend of the Raging Bull

The Ferruccio Lamborghini Museum, conceived and founded by the entrepreneur Tonino Lamborghini to celebrate the figure of his father, is dedicated to Ferruccio's life story and the myth of the Bull born from his mechanical creations.

Inside 5,000 sqm, the museum holds all the industrial production of the Doctor of Engineering (Hon. Causa) Lamborghini, from the first Carioca tractor, with which he launched his company in 1947, to all the most important tractors of the '50s, '60s and '70s.

An emotional journey will let you admire Ferruccio's personal collection, like the fabulous Miura SV, but also many other cars like the Fiat Barchetta Sport, modified to participate in the 1948 Mille Miglia competition, the futuristic Countach, Jarama models, Urracos and the Espada with seagull wing doors that inspired the car of the movie "Back to the Future".

The Museum will also offer you a glimpse of **two special stories**: the helicopter prototype and the 11-times world champion Fast 45 Diablo Class 1 offshore boat, 13,5 meters long with Lamborghini engines.

The reconstruction of the first personal office of Ferruccio at Lamborghini Tractors with his personal effects, official **documents and photos of the period** will help you discovering not only Ferruccio's life, but also the story of his family and of the people who worked for his

companies during the '50s-'60s Italian economic boom. It is possible to reserve **guided tours** with qualified staff, who, focusing on the most important tractors and cars, will explain you their design and distinctive technical characteristics with some family and historical anecdotes about Ferruccio Lamborghini's legendary life.



For information:

www.museolamborghini.com
info@museolamborghini.com





Tonino Lamborghini Forum

Organize here your events and meetings

With its 9,000 sqm Tonino Lamborghini Forum is an evocative and **exciting place, an innovative area** ideal to organize exhibitions, special events, cat-walks, business meetings, cultural shows, photo-shooting, after-hours meetings, private parties and conventions. A unique experience is proposed to customers who will find a place surrounded by creativity, innovation and technology.

This space represents an unforgettable journey over the past, the present and the future.

Inside the Forum, the Ferruccio Lamborghini Museum exhibition rooms are available for **any kind of events** that can be enriched with different tailored services and collateral original activities, like the Museum guided visits by a member of the Lamborghini family or the exclusive use of the Museum for the entire duration of the event.

The structure has three 500 sqm conference rooms with windows that allow to see the entire museum collection under lights effects and emotional sceneries. Little refreshments and buffets can also be available and booked for daytime or night events.

Booking all the museum space guarantees you to have the entire place available for private visits as well as for guided tours. A special setting can be arranged for sophisticated galas capable of offering customers an unforgettable experience very close to the myth as well as creativity and art.

The area is **well equipped** in order to offer a good exhibition flexibility and can fit up to 400-seated people. Movies and presentations may also be arranged, and all technical equipment is available: PA system, microphones and rapporteur desks.

As a dynamic and multifunctional area, the Tonino Lamborghini Forum is ideal to accommodate art and photographic exhibitions as well as cultural and educational experiences.



MUSEO
Ferruccio Lamborghini







Tonino Lamborghini

SWISS WATCHES



Watch Spyder Dark Line mod. 3124

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