



Press Release

Automobili Lamborghini celebrates 50 years of legends with the exclusive Aventador LP 720-4 50° Anniversario.

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Shanghai/Sant'Agata Bolognese, 19.04.2013 – In celebration of its 50th birthday and against the backdrop of the Shanghai Auto Show, Automobili Lamborghini is presenting a very special super sports car with exclusive equipment and technology. The Lamborghini Aventador LP 720-4 50° Anniversario is a limited and numbered series of 100 units worldwide. Each unit has a Forged Composite® badge with the 50° logo and a serial number.

With its output increased to 720 hp, its new performance-oriented front and rear design, the special paintwork and unique interior trim, this Aventador is one of the most exclusive models ever produced in the history of Lamborghini.

The Aventador LP 720-4 50° Anniversario represents a new highlight of this globally successful model range with carbon-fiber monocoque, twelve-cylinder engine and permanent all-wheel drive. With its output of 720 hp, the 6.5-liter twelve-cylinder in the Aventador LP 720-4 50° Anniversario is 20 hp more powerful than the current V12 in the Aventador LP 700-4. This is due to a new specific engine calibration. With its extremely fast-shifting ISR transmission, the anniversary model accelerates from zero to 100 km/h in 2.9 seconds and reaches a top speed of 350 km/h.

The front and rear fascias of the 50° Anniversario model have been redesigned and the aerodynamics further optimized. The front air intakes and the aerodynamic splitter have been enlarged and extended, and small flaps set into the sides. The rear end is completely new and features an enlarged diffuser and expansive meshwork that further improves engine-compartment ventilation. Overall, handling stability at extreme speeds has been optimized without impacting drag characteristics due to an increase of more than 50% in the aerodynamic efficiency compared to the Aventador LP 700-4.



The newly developed paintwork on the 50° Anniversario edition, Giallo Maggio (May yellow) is a tribute to the most preferred color chosen by Lamborghini costumers since the Miura and references the founding of Automobili Lamborghini in May 1963. The exclusive Giallo Maggio is an all-new color with a particularly intense glitter effect and will only be available on this edition. The structure of this paintwork in sparkling yellow includes a layer of transparent and highly reflective particles, that make the Aventador truly glisten, especially in the sun. The front and rear, as well as the sills, have a two-tone design in Giallo Maggio and matte black that emphasize the Aventador's streamlined shape. Matching perfectly are the wheels painted in high-gloss black. Naturally, the Aventador LP 720-4 50° Anniversario can also be ordered in every imaginable color through the Ad Personam individualization program.

The interior of the Aventador LP 720-4 50° Anniversario is upholstered in an extremely fine, natural, semi-aniline leather. This leather, specifically developed for the Aventador 50° Anniversario, is worked through a particular tanning and coloring process that accentuates the full grain, natural look and smoothness of the leather. The colors offered are inspired by Lamborghini's home in the Italian region of Emilia-Romagna. Thus, Nero Ade (black) is combined with Terra Emilia, a shade of brown evoking the earth of the region, a color that evaluates the exclusive positioning of this model. An alternative color is Giallo Quercus, a yellow color matching the exterior and stressing the vehicle's sporty nature, is named for the yellow oak tree in the Sant'Agata Bolognese coat of arms. Featured in both versions is the exclusive Q-Citura stitch, a diamond pattern introduced especially for this celebratory model that highlights the Italian craftsmanship found in the interior of the Aventador 50° Anniversario.

At the Shanghai Motor Show 2013 Lamborghini is also presenting the Gallardo LP 560-2 50° Anniversario. It is painted in Bianco Opalis, a shimmering white, and boasts exclusive features like the carbon-fiber rear wing from the Gallardo Superleggera and the transparent engine cover. Furthermore appearing in Shanghai are an Aventador LP 700-4 Roadster in Bianco Isis and a Gallardo LP 560-4 Spyder in Grigio Telesto.



All Lamborghini models built in the 2013 anniversary year feature the 50th anniversary emblem in the cockpit. Like every Lamborghini, it is made using a combination of hi-tech and artisanal craftsmanship – the emblem is produced in Forged Composite, a carbon-fiber material patented by Lamborghini. The glazed “50th” logo is then applied by hand by experienced specialists.