



**VERSACE – LAMBORGHINI ANNOUNCE THE LAUNCH OF:
THE NEW LAMBORGHINI MURCIÉLAGO LP 640 ROADSTER VERSACE
AND
THE EXCLUSIVE VERSACE COLLECTION LP 640**

Milan, 23rd June 2008 – Versace and Lamborghini, collaborators since 2006, proudly announce the launch of the new Lamborghini Murciélago LP 640 Roadster VERSACE and a unique collection of accessories, both to be previewed for the first time at the Maison's Via Gesù 12, Milan on Monday June 23rd, 2008.

To create the new super roadster, the Maison Versace's designers joined forces with designers from the Lamborghini Design Centre (*Centro Stile*) and specialists working on the "ad personam" project. This Lamborghini program allows individual clients to create personalised sports cars, choosing the equipment specification, the colour of the exterior body and of the interior fittings.

The new limited edition Lamborghini Murciélago LP 640 Roadster VERSACE, which will be produced to order, displays a pastel white livery and the Versace Greek key motif on the lower part of the door. Equipped for the very first time with a transparent engine hood that reveals the powerful V12 engine, this model has been reconfigured internally. The cradle seats are clad in black and white leather, while opulent full grain soft nappa leather – hand-embroidered with the Versace Greek fret motif - upholsters the instrument panel, the doors and the central console.

The rigorous design and minimal lines of the Murciélago engine hood inspired the Versace *Collection LP 640* range of accessories, which will also be previewed for the first time globally. Exclusively crafted in black matte calf skin, models include: a trolley bag, suit carrier, sports bag, as well as a briefcase, suitcase, gloves, driving shoes, belt, wallet, key ring, beauty case, hat and a pair of jeans. These hand-made accessories boast traditional craftsmanship, stitching and edging *à la française* and a palladium-engraved tag displaying both the Versace and Lamborghini logos.

This prestigious accessory collection will be exclusively available at Versace Boutiques and selected Lamborghini showrooms beginning in November 2008.

Gianni Versace's CEO Giancarlo Di Rasio emphasised: "This new supercar and the exclusive *Collection LP640* represent a natural evolution of excellence for both Versace and Lamborghini through the creation of these unique, one-of-a-kind projects."

Stephan Winkelmann, president and CEO of Automobili Lamborghini S.p.A., said: "Our collaboration with Versace turned out to be an excellent experience and is an example of how we are pursuing our strategy of developing luxury products outside of luxury sports cars. We are proud to be in this prestigious, Made in Italy partnership with Versace, which adds to our other recent successes."

Contacts

Versace S.p.A.

Laura Varani
VERSACE HOME DIVISION - PR
Via Borgospesso 15/a - 20121 Milano
Ph. +39.02+76093.852
Mob. +39.335.6145389
@ laura.varani@versace.it

Automobili Lamborghini S.p.A.

Via Modena, 12
40019 Sant'Agata Bolognese
Telefono +39 051-6817716
Telefax +39 051-6817737
www.lamborghini.com

Director of Communication and
ArtiMarca
Dominik Hoberg
dominik.hoberg@lamborghini.com

Director of Communication and
ArtiMarca
Rita Passerini
rita.passerini@lamborghini.com

Press Office – Italy and Southern Europe
Clara Magnanini
clara.magnanini@lamborghini.com

Press Office – Northern Europe
Claudia Schneider
claudia.schneider@lamborghini.com

Press Office – UK and Middle East
Juliet Jarvis
juliet@jjc.uk.com

Press Office – North America
Soon Nguyen
soon@luxecomunications.com