



Press Release

The First-Ever Lamborghini Pop-Up Museum in Hong Kong
At 「 Soundwill Plaza II–Midtown 」



Founder Mr. Ferruccio Lamborghini

Hong Kong, 2014.04.25 - Soundwill Holdings Limited is glad to announce the collaboration with the Lamborghini Hong Kong - the first ever Lamborghini Hong Kong Pop-Up Museum will be opened in the Soundwill Plaza II- Midtown, the heart of Causeway Bay from May 23 till September 2014. It is a celebration of the Lamborghini's heritage with more than 50 years of history and introduces the story of the House of the Raging Bull to the public.

Thanks to the support of local collectors, the Museum will feature Lamborghini treasures from the past to the present day, some collections will be showcased in Hong Kong for the first time. The exhibit items include four-seated 400 GT 2+2 which was a masterpiece developed by the founder Mr. Ferruccio Lamborghini; fascinating and unconventional Countach LP400 characterized by a clear Lamborghini design DNA; the all-terrain vehicle LM002 anticipated the configuration of today's SUVs, which is also its first time presence to local public; notably the milestones Countach 25th Anniversary; the legendary Diablo SV which is a favorite among car enthusiasts across the world even today; the special edition Murciélago 40th Anniversary ; Reventón which was inspired



by the latest trends in aeronautics with extreme specification produced in limited 20 units; Gallardo LP550-2 Hong Kong 20th Anniversary Edition with only 8 units to be produced. The last but not least, the latest flagship model Aventador LP700-4. A collection of memorable photographs, Lamborghini car models will also be found in the museum. The contents of exhibition will be changed regularly.

Lamborghini Pop-Up Museum Press Launch:

Date:	22 May 2014
Time:	TBC
Address:	G/F., Soundwill Plaza II Midtown, No.1 Tang Lung Street, Causeway Bay
Event Details:	Opening ceremony of Lamborghini Pop-Up Museum. Showcase of Lamborghini from the past to the present day. Launch of the new Lamborghini book: Lamborghini – 100 years of innovation in half the time.

Lamborghini Pop-Up Museum Opening Hours:

Date:	23 May to Sept 2014
Time:	10:00 AM – 7:00PM Mon to Sun including public holidays
Address:	G/F., Soundwill Plaza II Midtown, 1-29 Tang Lung Street, Causeway Bay
Event Details:	Free Entry



About “Soundwill Plaza II – Midtown”

“Soundwill Plaza II – Midtown” is a 31-storey building, with a gross lettable area of approximately 218,000 sq. ft. and will become the new iconic landmark of Causeway Bay. Located in Causeway Bay and adjacent to the famous shopping boulevard of Russell Street, the development boasts an unparalleled geographic advantage, with stunning views of Victoria Harbour and Causeway Bay’s bustling metropolitan landscape. “Soundwill Plaza II – Midtown” aims to deliver the utmost shopping experience with its diverse range of shopping and entertainment choices. The ground floor to 2/F duplex units features 35,000 sq. ft. of retail space with open dining areas. Standard floor areas range from 6,800 – 8,600 sq. ft. per floor offering flexible layout designs. With an ingenious architectural design and professional management team, the development will definitely become the destination of choice in Causeway Bay for international brands and popular restaurant chains.

Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant’Agata Bolognese, in Northeastern Italy. The Lamborghini Huracán LP 610-4, which has made its world debut at the 2014 Geneva Motor Show is the successor to the iconic Gallardo and redefines the luxury super sports car driving experience with its innovative technology and outstanding performance. The Aventador LP 700-4, in Coupé and Roadster offerings, represents the reference point in the world of V12-powered, luxury super sports cars. With 129 dealerships worldwide, in half a century Lamborghini has created an uninterrupted series of extraordinary, exclusive cars that include the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and several limited series like the Reventón, Sesto Elemento and Aventador J. The Veneno Coupé, the Egoista and the Veneno Roadster, have been created to celebrate the brand’s 50th anniversary year in 2013.



For more photos and videos, please visit:

<http://media.lamborghini.com/EN/LOGIN>

<http://www.thenewsmarket.com/lamborghini>

For more information on Automobili Lamborghini, please visit:

www.lamborghini.com

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