



# Lamborghini

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**UMT**

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# Introduction

- Brand equity: €837 million ,2011
- Parent company : Audi AG
- Head Quarters: Bolognese, Italy
- Revenue: US \$97.5 million ,2012
- Product category : Sports Cars & Super Cars



# Brief History

- Ferruccio Lamborghini founded the company in 1963 when he was 47 years old.
- 1978: Lamborghini went bankrupt in 1978 and was sold to Chrysler
- 1998: Audi AG became the sole owner of the company..



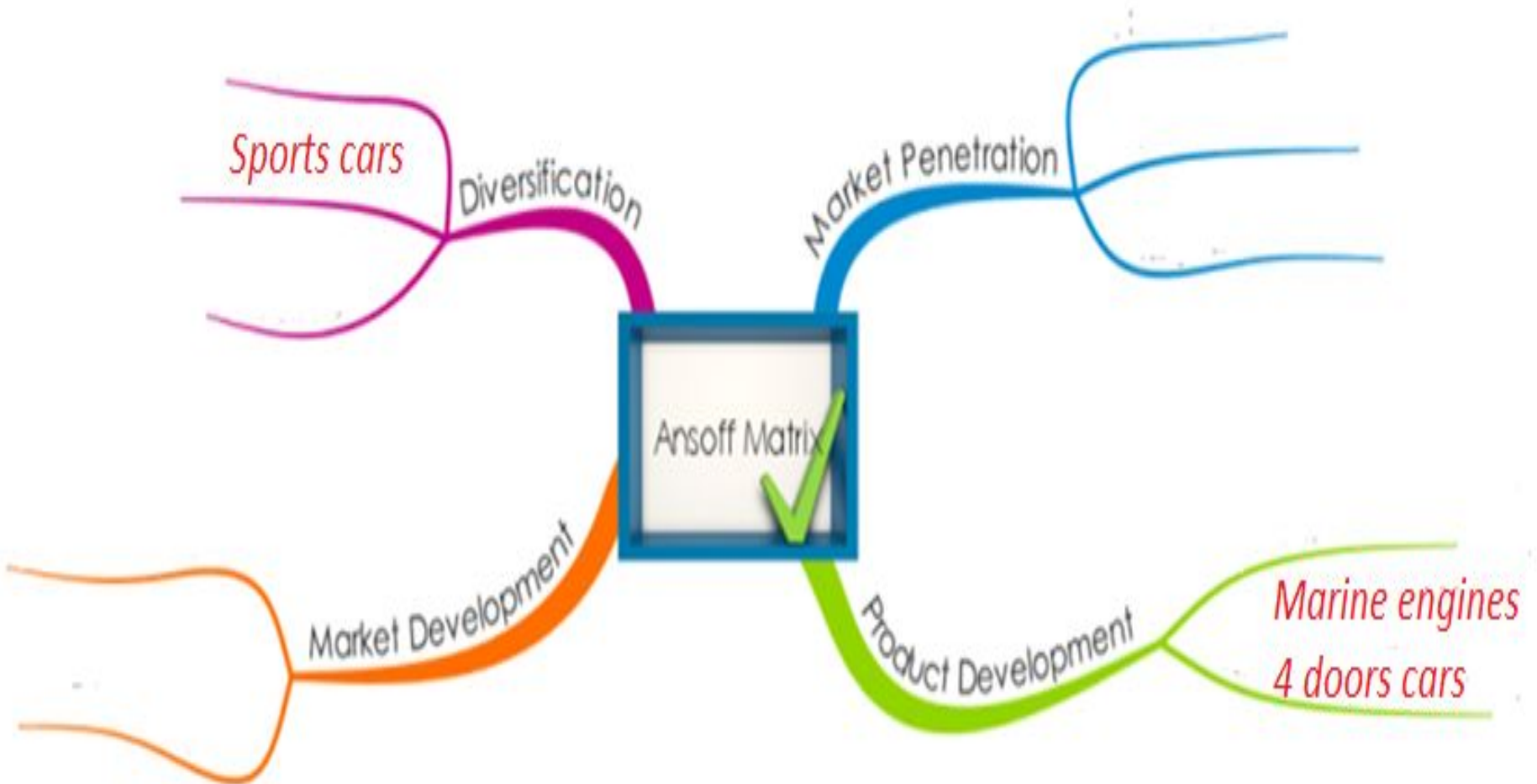


# Company Success

- ❑ 2001: Lamborghini made one of the great cars, the Murciélago
- ❑ 2003: Lamborghini made another great car, the Gallardo.
- ❑ 2011: The Aventador is made, and is very expensive



# ANSOFF Matrix



# STP

*Segmenting:-*

Psychographic:

The upper class of the society

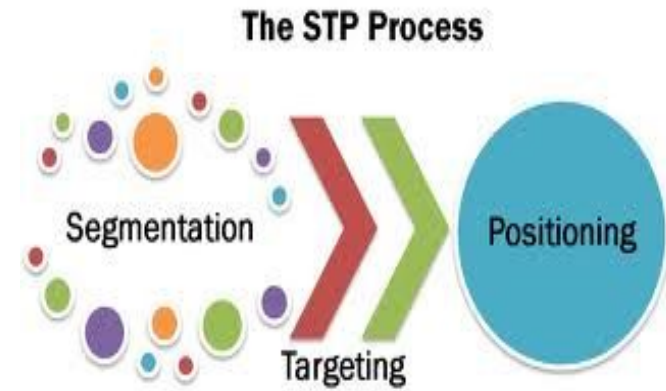
*Targeting:-*

Differentiated:

The rich & affluent from the urban

*Positioning :-*

Premium Super sports car for people who want superior performance



# SWOT Analysis

S-Known for superior handling & high speed  
i.e. performance

W-Lamborghini allegedly under the scanner of  
environmentalists who feel fuel consumption is a  
lot

O-To increase the global reach as currently it is  
present in very few regions

T-Government policies against high fuel  
consuming super cars





# Product Mix

Width

Fashion, Super Trofeo, Accessories,  
Lambo World,  
Luxury, Specials

Depth:-

Model Cars:

Avendator LP700-4,  
Gallardo LP570-4, Super Trofeo,  
Countach LP500, Urraco,  
Murcielago Roadster, GT2

Length

Width

Depth



# Positioning Statement

- Targeting elite class according to need of cars our brand is sports&super cars that's why Lamborghini recognizable in its design as a unique and unmistakable work of art.



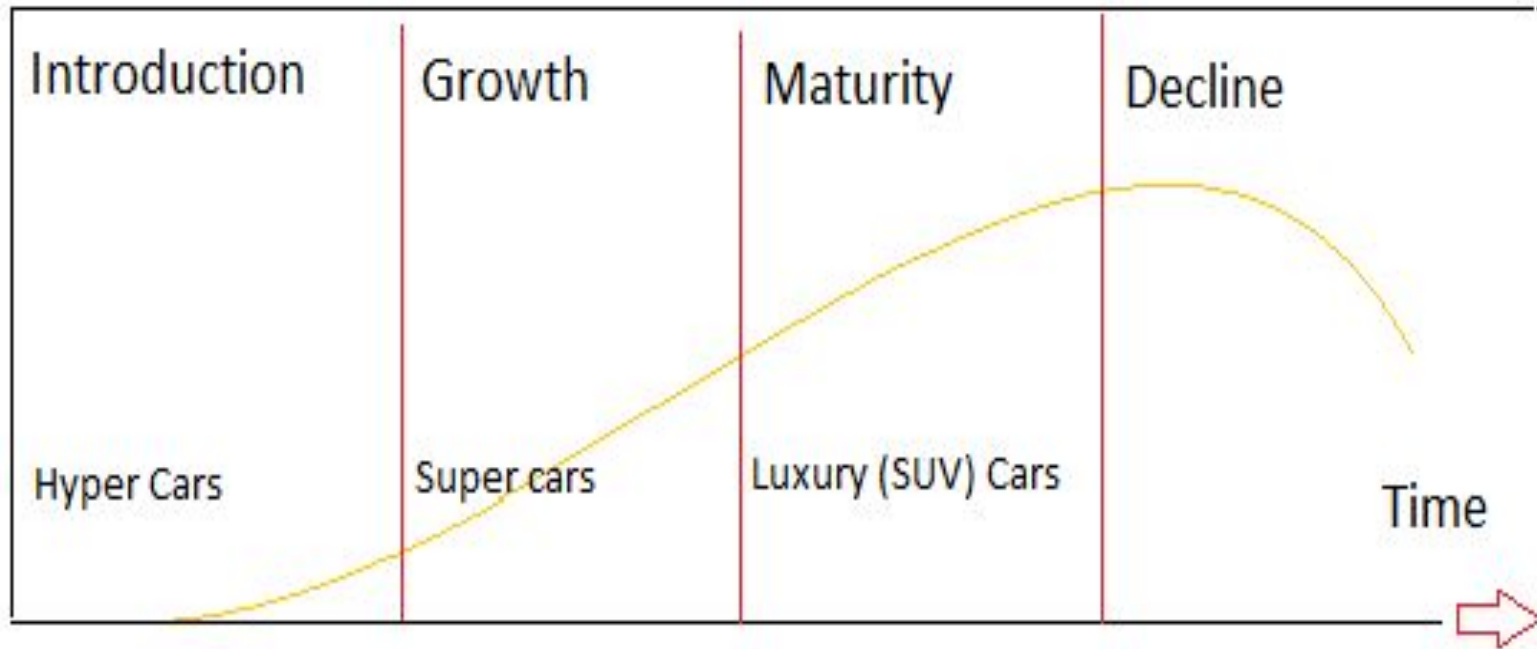
# Unique Selling Point

- Superior Handling & performance
- Four wheels power cars





# Product Life Cycle

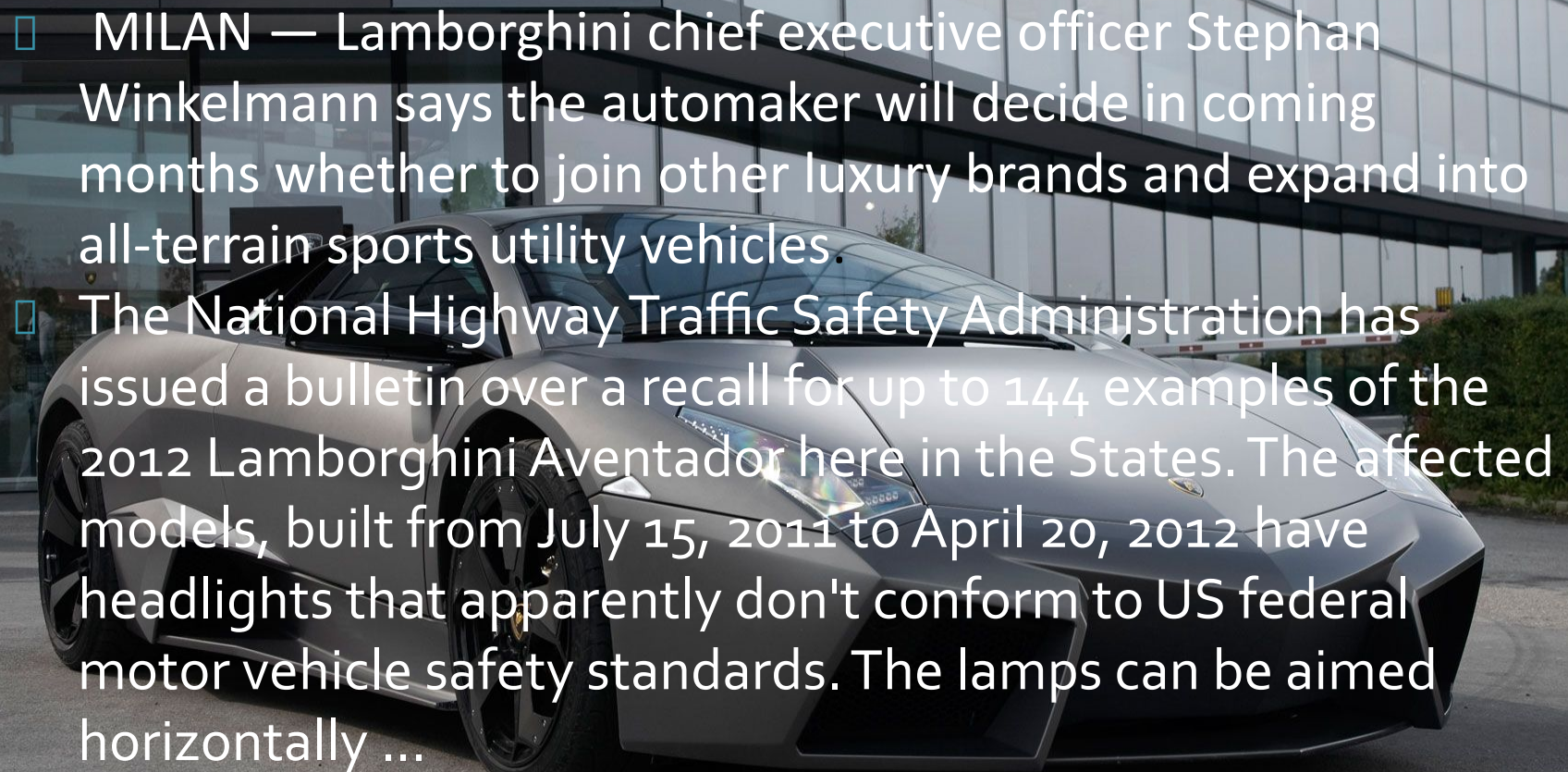


# Preceptual Map





# Latest News

- MILAN — Lamborghini chief executive officer Stephan Winkelmann says the automaker will decide in coming months whether to join other luxury brands and expand into all-terrain sports utility vehicles.
  - The National Highway Traffic Safety Administration has issued a bulletin over a recall for up to 144 examples of the 2012 Lamborghini Aventador here in the States. The affected models, built from July 15, 2011 to April 20, 2012 have headlights that apparently don't conform to US federal motor vehicle safety standards. The lamps can be aimed horizontally ...
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- A dark grey Lamborghini Aventador sports car is parked in front of a modern building with a large glass facade. The car is viewed from a front-quarter angle, showing its distinctive angular design and headlights. The background shows the building's structure and some greenery.

# Latest News



Lamborghini is planning to roll out a new car for the brand's 50th anniversary. Automotive News Europe reports the Italian automaker will unveil a special one-off machine to commemorate the date next year. CEO Stephan Winkelmann has been tight-lipped about the vehicle, saying coyly, "It will not be a revival or a retro." Fortunately, with 2013 right ...



*Thank You.....*

