

# Lamborghini aims for its biggest year

It will hybrid the entire range by 2024

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**ITALIAN SUPER** sports carmaker Automobili Lamborghini is aiming to close its best year ever, after nine months of record numbers and a steady growth trend, including the farewell to the 'pure' V12 combustion engine in view of the hybridising of the entire range by 2024.

Deliveries from January to September 2022 reached 7,430 units (8% growth over the same period in 2021), with the target markets confirmed to be the US (8% growth), Greater China (5%), Germany (16%), the UK (20%) and Japan (26%).

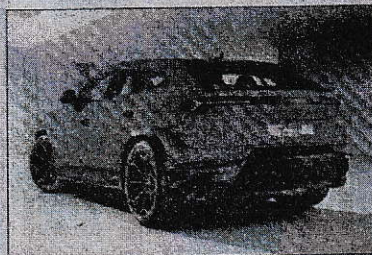
## India market

Sharad Agarwal, head of Lamborghini India, told *FE* that while the numbers may be small in India, the country is the fastest growing market globally for the supersports carmaker. "In calendar year 2021, we sold 69 cars, at 86% growth over the Covid-19-impacted 2020," he said. Lamborghini India had sold 37 cars in 2020, 52 cars in 2019 and 45 cars in 2018. Its cars—the Urus, the Huracan and the Aventador, with their many variants—are priced upwards of ₹4 crore, and with customisation that most buyers opt for, prices can reach ₹7-8 crore.

This week, Lamborghini India launched the Urus Performante, priced ₹4.22 crore (ex-showroom). An advanced variant of the Urus, it is lighter by 47 kg. It can accelerate from 0-100 km/h in 3.3 seconds and has a top speed of 306 km/h.

## The Urus

Recently, the carmaker delivered the 200th Urus in the country. "The



The Urus Performante (above and below) is priced ₹4.22 crore

Urus accounts for nearly 50% of all Lamborghini cars ever sold in India," Agarwal said.

The carmaker has dealerships in Delhi, Mumbai and Bengaluru.

## Viewpoint from the HQ

Earlier this year, Stephan Winkelmann, the chairman & CEO of Automobili Lamborghini, had told *FE* that India is a tiny market in terms of size, but in terms of percentage growth it is performing very well. "India has a high taxation on imported cars, and that is limiting the number of cars sold there," Winkelmann had said.

Currently, India imposes 100% duty on fully imported cars with CIF (cost, insurance and freight) value more than \$40,000, and 60% on those costing less than the amount. Local registration charges are added onto that value. China, on the other hand, levies 15% import duties on cars, down from 25% it used to levy until June 30, 2018.

That makes Lamborghini cars in India doubly as expensive as compared to most global markets.

