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The DEVIL Made Us Do It

Can a Lamborghini Diablo VT work as a real cross-country Grand Touring car? We drove discreetly from coast to coast—the long way—to find out

BY PETER EGAN
 PHOTOS BY THE AUTHOR

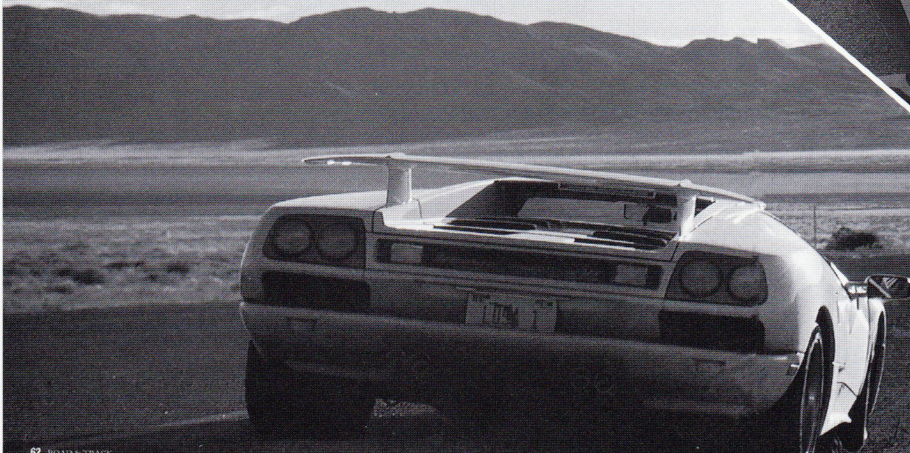
AS OUR YELLOW Lamborghini howled up the entrance ramp onto Washington D.C.'s Interstate 270, I notched into 3rd gear and the clutch communicated a great velvet jolt to the huge tires, catapulting the car up to speed as if we'd been hit from behind by a speeding locomotive with suede bumpers.

Ah, that big 5.7-liter V-12 and its 492 horses nuzzling your back. Better than coffee, which I badly needed.

I was in a slightly benumbed mood, having stayed up too late with our friends Mike Cecchini and his son Adam, listening to Delta Blues and sampling the sacred essence of the agave plant from brine-rimmed vessels.

Barb, too, had been quiet. It was that kind of morning. A low summer overcast muted the sun in an ashen haze as we drove out of Washington D.C. toward upstate New York. The last mid-morning commuters were trickling in toward the famosa Beltway.

Barb suddenly made a sweeping gesture with her hand, as if waving a wand over the traffic around us, and said, "This Lamborghini looks like the only fun, cheerful thing left in



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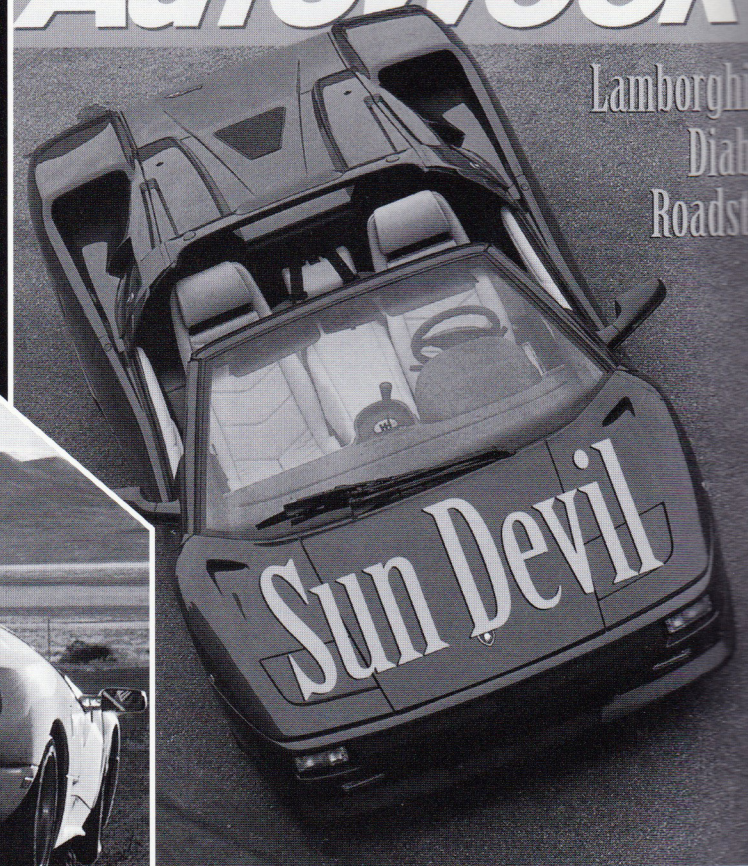
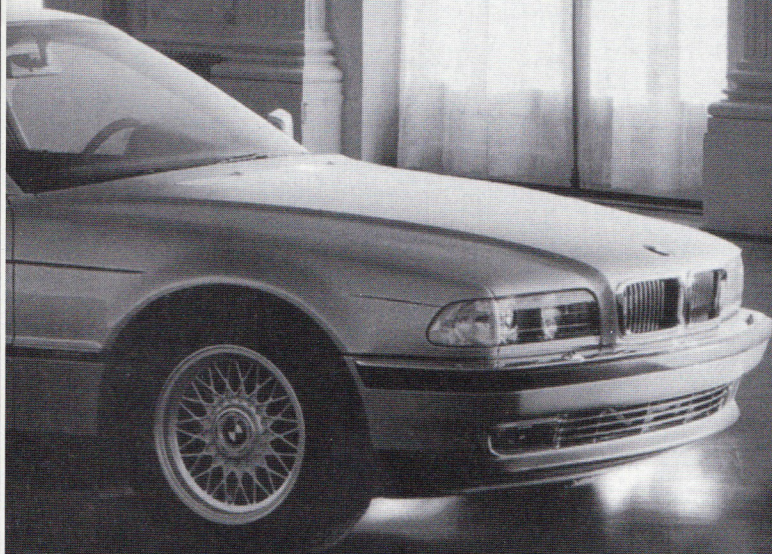


PHOTO BY TONY VELOCCI

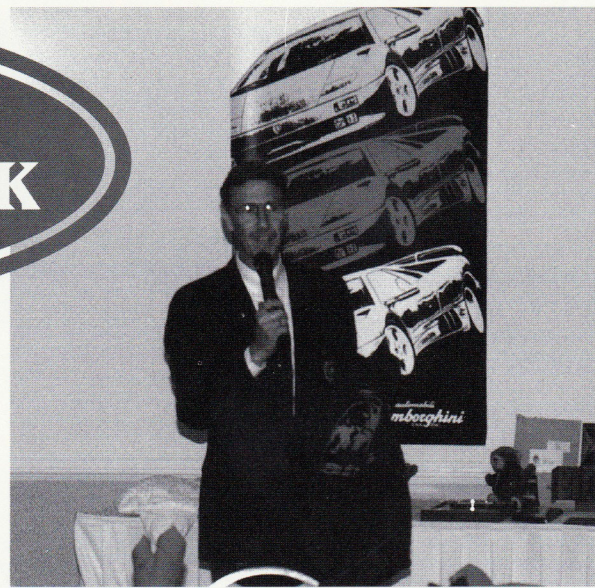


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FROM THE EDITOR'S DESK



With the Monterey Laguna Seca National Meet over for this year, we are looking forward to renewing old friendships and meeting our new members. This is the weekend of the year, we had lots of new faces and everyone had a great time. Lamborghini U.S.A. had their great hospitality tent for us to enjoy at the concourse Italiana. Lamborghini U.S.A. also brought over the L-140 for the club to review and comment. We are now looking forward to 1996.

Every year all the exotic auto clubs have situations that occur with the Monterey Police. Some of our members have been given a D.U.I. (Drunk Driving Citations) Remember, do not drive if you exceed the D.U.I. regs. - Big trouble lies ahead. Always have a designated driver and drive sagely.

The factory in Sant Agata has done a make over on the vector and perhaps all the problems have been solved. I have Included a nice article from Automobile Magazine on the Vector, Page 8.

We have all heard the rumors on the sales of Lamborghini to a variety of buyers. I am including a letter from the factory that should put these rumors to rest.

The weekend of the 14/15 October saw the much delayed friendly President's meeting, which took place at the Hotel Europa at Colmar on the French/Swiss border.

In attendance were Manrico Zanuso (Lamborghini Club Germany), Stefano Pasini, (Silhouette Register), Jean-Francois Riviere (Lamborghini Club France), Bob Haroutunian (Lamborghini Club America), Felix Mayer (Lamborghini Club Suisse), Peter Hay and Piet Pulford for LCUK. These individuals have become very close friends over the last couple of years or so, as have the Clubs they represent, helped in no small way by the meetings held at the factory, organized by the good offices of Sandro Munari.

The main decision which will interest us was the unanimous approval of the formation of the International Federation of Lamborghini Clubs. The aims of the Federation are to promote harmony between all Lamborghini Clubs worldwide; to co-ordinate events organized by the individual clubs and hopefully produce a register on the availability and source of spares for the older models. It is proposed to hold the inaugural meeting on 27/28 April 1996 (commemorating what would have been Ferruccio Lamoborghini's 80th birthday) probably in France at a venue yet to be decided. So please put it in your diary, as I have the feeling it's going to be the event of the decade!

I think in principal this is a very good idea, especially in view of the current rumor that a representative from Automobili Lamborghini is presently formulating a criteria for all clubs who wish to be recognized by the factory to conform to, I do hope that the person in charge of the project is himself a Lamborghini owner. 🐂

By Jim Heady

UNDER NEW INDONESIAN LED OWNERSHIP, AUTOMOBILI LAMBORGHINI IS SET FOR A VERY STRONG FUTURE

Under its new ownership, Italian sports car producer Automobili Lamborghini is reestablishing itself as a major "cutting edge" force in the Global Automotive and Technology markets. Ferruccio Lamborghini founded the Company in 1963 to outperform its European competitors and to attain the highest automotive image for supercars throughout the world. Thirty one years later, a revitalized new era began when the Company was acquired at the end of January '94 by an Indonesian consortium.

The new owners, led by Mr. Hutomo M.P., have provided the company with a major capital injection and, according to financial data presented by the management, capital resources were doubled in 1994 to US \$33 Million, reducing the debt/equity ratio from its previous 3.4:1 to a healthy 0.4:1. With increased international initiatives and Lamborghini's exceptionally high "brand equity," the company is now marketing its unique products world wide.

Under the direction of the majority Shareholder, Lamborghini is also marketing its highly advanced technology through a number of major projects. Under the Board's direction, new expanded model programs for the future, have been approved, which include a new unique 4x4 vehicle and a smaller high performance sports car. These are planned to be produced within the next two to three years with an annual production targeted at 1200 to 1 500 units per year.

The eight-man Board, headed by its Chairman Mr. Hutomo M.P. and Managing Director, Mr. Sudjaswin E.L., includes three Indonesian members, two Malaysian Directors, two Italian Directors, and a British President and Marketing Director, Mike Kimberley, previously Executive Vice-President of General Motors, Malaysia, where he resided until he was invited to join Lamborghini in April 1994.

Automobili Lamborghini sold 253 cars in 1994, which showed an increase of 25% over 1993. The most significant sales volume change occurred in the United States where they were more than doubled through Automobili Lamborghini USA, the distribution company located in Jacksonville, Fla. New dealerships were also established in an expanded international network, including Brazil, Mexico and Greece. The distribution networks in Australia, Canada, and Great Britain were restructured to further develop Lamborghini sales -world wide. Significant sales achievements were made in Italy, Hong Kong and Singapore as well as the USA. Current intense marketing activity is aiming to develop new markets in South America, Eastern Europe and Asia, including China.

The highest volume model, the Diablo VT advanced mid-engine supercar has a remarkably unique world leading specification incorporating Lamborghini's own 5.7-litre, 525 bhp (SE version), all aluminum 4 valve per cylinder engine with advanced materials and transmission technology, including 4 WD, ride control and many other advanced features.

In 1994, the company employed 380 people of whom more than 25% were reengaged in the vital Research and Development area. The company had a turnover of US \$2.7 M and a net profit of US \$1.1 M with a positive cashflow of US \$7.2 M compared to a significant loss in 1993.

Apart from supercars, Automobili Lamborghini S.p.A is also producing marine engines. After years of research in advanced technology and 10 years of off-shore competitions, the 1994 Offshore Class One Championship was won by a boat powered by a Lamborghini engine/transmission. The result was achieved thanks to the high performance and reliability of the 1,000-bhp engine and the new Lamborghini electronic 4 speed gear box.

Further major initiatives and projects are planned including a World Modular Engine using Lamborghini's exceptionally advanced engine, transmission and electronics technology. This engine is planned for use in a wide range of high volume products, working with major world manufacturers.

Overall, the company is gearing itself up for future growth in the challenging international environment and market place. Lamborghini is looking forward to the challenge of the future under its new Indonesian ownership.

For further information on the business development of the Company, please contact Michael J. Kimberley, Managing Director - Tel: 39 51 681 7649, Fax: 39 51 681 7710. In the U.S., please contact Robert Braner, President of automobili Lamborghini USA - Tel: (904) 565-9100, Fax: (904) 565-9108.

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Vector calls on Wall Street

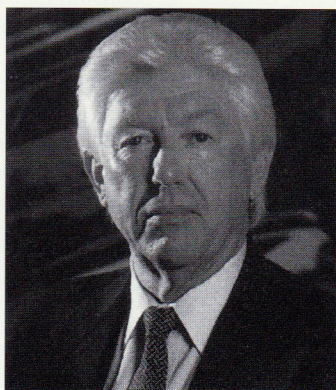
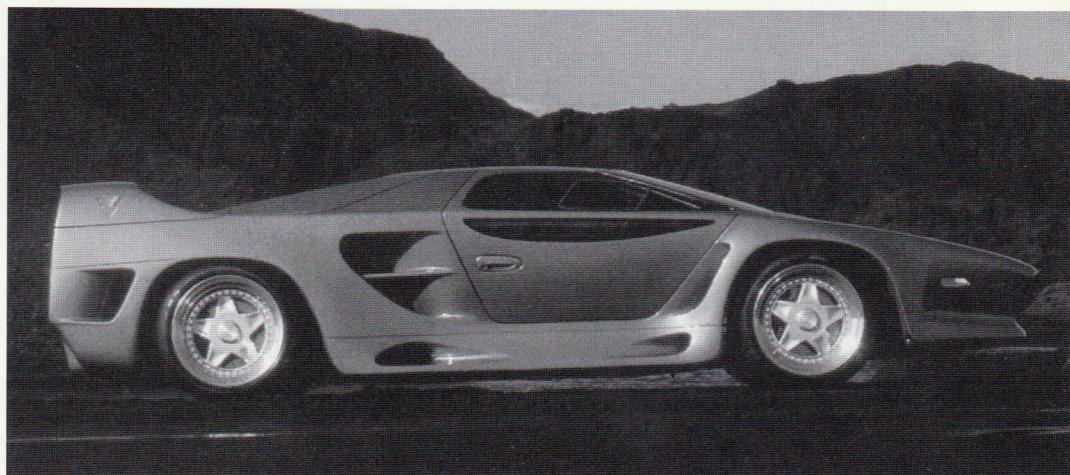
A New York City's Wall Street goes, so goes the nation. Which is why the new leadership of Vector Aeromotive Corporation kicked off a nationwide barnstorming tour to tout their revitalized operation and the imminent arrival in dealers' showrooms of the 1996 Vector M12 by inviting 1,000 members of New York's investment community to an informal cocktail reception.

The event featured a Bill Clinton impersonator, an open bar, and two Vector cars, but not the M12 itself which is a retooled version of the Avtech SC and is due to go on sale about the time you read this with Lamborghini power and a much-reduced \$189,000 price.

"The point is, guess what, guys, we're not here asking for money. We have money. We're here to tell our story," explains Robert Braner, president of Automobili Lamborghini USA and a member of Vector's board of directors. "If you like where we're going, buy our shares."

Vector president D. Peter Rose, an expatriate Briton and former TRW Automotive systems manager, agrees. "A lot has changed in the company since the last presentation in New York, which was with [Vector founder and ousted president] Gerry Wiegert and the original W8 model. The message is: This is the new Vector and these are our plans. We're ready to go."

The last time many heard of Vector, Wiegert was holed up in the company's former California headquarters, rapid-firing faxes to anyone who'd read them and trying to repel a board of directors that had concluded he wasn't up to the job of taking the company into the volume production it had promised investors. (Vector took its first deposit in 1980 but built only twenty-two cars



Robert Braner heads Automobili Lamborghini USA, which has taken Vector Aeromotive under its wing.

all between 1990 and 1993 and sold twenty, at an approximate loss, Braner calculates, of \$1 million apiece.)

Wiegert lost control in 1993 of the company founded—and still trading—on the strength of his enduring 1973 design. Not unexpectedly, the litigious designer and the Vector board are currently swapping lawsuits in a Los Angeles federal district court.

On hand for the New York money men and women to ogle, meanwhile, were two Vectors—an interim update of Wiegert's infamous midengine, gull-wing design and a topless concept car. The would-be star of the show, the new M12 coupe, was in Italy, undergoing a crash-course make-over with a little help from Lamborghini.

Make that a lot of help. Among other things, the Italian carmaker is supplying Vector with a version of its Diablo 5.7 liter, 48-valve V-12 engine (slightly detuned to 500 bhp), front and rear suspension components, and some much-

The former Vector Avtech SC has been rechristened the Vector M12.

needed 200-mph chassis know-how. Other necessary tweaks have included aerodynamic modifications to the sills, ducting, and undercarriage and a chassis redesign said to enhance torsional rigidity while trimming weight and cost.

Also excised from the Vector's specification: uniquely unfortunate three-abreast seating that effectively terminated lateral support. Scheduled to live on is another signature feature, a ratchet type automatic gearshift located to the driver's left in the eighty-inch-wide car's enormous sill.

Lamborghini's role in the redesign is no coincidence. Vector's majority shareholder, V' Power, shares directors with Megatech, Limited, an Indonesian holding company that purchased Lamborghini outright last year. Underscoring the link, Vector now shares offices with Automobili Lamborghini USA in Jacksonville, Florida, and has moved its assembly facility to a former Navy base in nearby Green Cove Springs.

Vector also apparently shares Lamborghini's controversial (in Italy) predilection for British engineering and manufacturing talent. Overall, Vector plans to have ninety employees and twelve dealers in place by year's end. But the company's British contingent which numbers chief engineer Ian Doble, development engineer Colin Spooner, operations manager Timothy

Enright (all formerly with Lotus), consulting engineer James Router (who worked on the Jaguar XJR-15 and the

McLaren F1), and Lamborghini SpA's Anglo president Mike Kimberly (another former Lotus chap), who's signed on as a board member well, it's large.

Run by Brits and deploying Italian hardware, can Vector still claim, as it does in its literature, to be "the only United States manufacturer of exotic sports cars"? "Well," quips Rose sheepishly, "America's the great melting pot, right?"

And what of the man who supplied the original vision, Wiegert, unavailable for comment but reportedly somewhere in California developing a watersports device called the Waterbike?

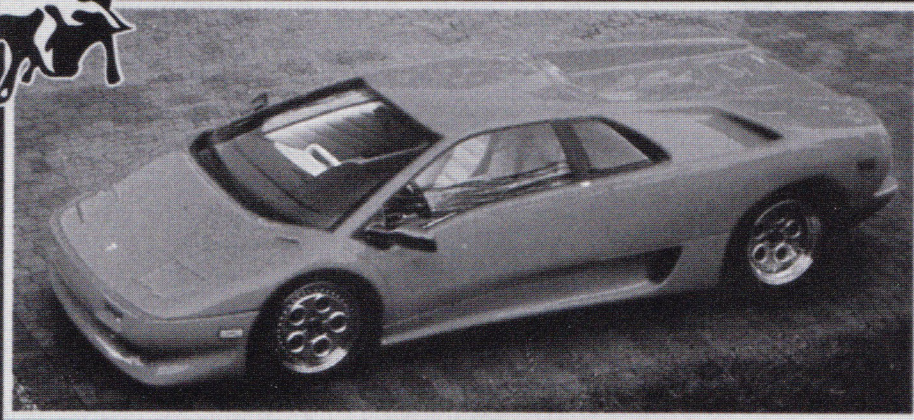
"Gerry's dream was genius," Braner opines. "In parts. If he did one thing right, it was to attract media attention. Vector is a worldwide phenomenon. But Gerry never designed a car that could be built at a profit

"If you want to sell a car for \$180,000, you can't use only the best materials known to man. You don't have to put 3000 aircraft-grade rivets in a chassis. . . . The last model he introduced cost \$765,000. There's not much of a market there. I don't want to be McLaren. I'd rather be Ferrari." Which may be why Braner has been chosen to run Automobili Lamborghini USA, which hopes to sell as many as 1,800 cars a year. Vector, which plans to build ninety-six cars by the end of 1996, will be satisfied if sales level off at 150 cars a year by 1998.

Jamie Kitman



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Diablo VT



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Even Lamborghini must think marketing

Carmaker's U.S. sales goal for this year: 100

By Raymond Serafin

Lamborghini is the sort of product of which it's usually said: If you have to ask the price, you can't afford it. Indeed, most Lamborghini buyers simply write out a check when it comes to acquiring a \$239,000 Diablo VT or a \$255,000 Diablo SE.

But even Lamborghini isn't immune to the value sensitive 1990s and concerns about affordability. Now, the Italian exotic carmaker is stepping up marketing efforts, with targeted co-promotions, relationship building and even lease deals, to lay groundwork for a planned expansion.

"Lamborghini never had an organized sales and marketing program in the North American market," said Robert Braner, president-chief operating officer of Jacksonville, Fla.-based Automobili Lamborghini USA.

Until 1987, distributors and individual dealers imported the supercars for specific customers.

Chrysler Corp. acquired the sports-car company in 1987, but soon afterward became distracted by its own problems and never put a big marketing push behind Lamborghini.

A lot of Chrysler's enthusiasm for Lamborghini left when Chairman Lee Iacocca retired at the end of 1993. In February 1994, Chrysler sold the Italian sports-carmaker to MegaTech, a group of Indonesian investors.

Lamborghini only sold about 33 cars in the U.S. in 1993, Mr. Braner said. The new organization upped the total to 89 in 1994, and expects to sell around 100 this year.

Mr. Braner said Lamborghini will spend \$60-0,000 on U.S. marketing in 1995, the first full year for the new owners.

VL Communications Group, Roseville, Calif., is handling advertising, public relations and promotions.

Lamborghini uses several business, travel and upscale lifestyle publications for ads that emphasize speed and sensual beauty.

"Lamborghini buyers are interested in the exotic design of the vehicle and how it fits into their lifestyle," said Barry Toepke, president of VL Communications.

"The single most important job we have to do is create more awareness of Lamborghini as a marque," Mr. Braner said. "Because of our low volumes, most people rarely see one."

Increased awareness is needed if Lamborghini is going to reach an eventual goal of selling 1,500 to 2,000 units a year in the U.S. The ambitious sales goal is based on building a lineup of four or five products, including a sport-utility vehicle priced in the \$75,000 to-\$100,000 range by early 1997. Lamborghini also is developing a platform for one or more sports cars coming in under \$200,000.

Mr. Toepke said strategic partnerships with equally upscale products helps expose Lamborghini to an affluent audience.

One example is a recent cocktail party for 200 people held at a Giorgio Armani store in Boston. Lamborghini put together the invitation list with the store and The Robb Report, a publication devoted to the lifestyles of the wealthy.

The carmaker also has a deal designating Meguiar's as the "official car care product" of Lamborghini. A marketer of a line of expensive waxes, polishes and cleaners, Irvine, Calif.-based Meguiar's provides a leather kit with samples of its products to Lamborghini buyers. Meguiar's also features a Lamborghini in print advertising from agency Jordan, Mcgrath, Case & Taylor, Glendale, Calif.,- point-of purchase posters and in a planned infomercial.

CORPORATE CLOSE-UP



Headquarters: Jacksonville, Fla.
Estimated U.S. sales: \$22 million
Leadership: Robert Braner, president-chief operating officer; John Werthmann, chief financial officer; James Stock, national marketing coordinator.

Marketing budget: \$600,000
Agency: VL Communications Group, Roseville, Calif.
Recent Successes: Mega Tech, a consortium of Indonesian investors, purchased the Italian exotic car maker in February 1994 and nearly tripled Lamborghini's U.S. sales, to 89 units in 1994.

Challenges for 1995 and beyond: Broaden awareness of the brand to set the stage for an ambitious product expansion that will include a sport-utility vehicle by early 1997 and one or more new sports cars. Stretch its marketing budget by continuing to develop appropriate co-promotions with other marketers who target a wealthy audience.

Source: Advertising Age and company reports.

Additionally, a Diablo VT has been designated as a pace car for the 1995 PPG Indy Car World Series. That gives Lamborghini exposure at 15 race sites, and allows local dealers to put prospects in the car for a ride around the track in the days before a race.

"We sold three cars by doing that last year at the Detroit Grand Prix," Mr. Toepke said.

The company also is increasing its profile by making a Diablo VT available to auto

journalists for test drives. A recent result of that PR effort is a March 13 review in The New York Times that described the car as "kinetic sculpture, proof of affluence and amusement park ride wrapped into one."

For the first time, the company also is making a demonstrator available to its 19 U.S. dealers, so prospects can take test drives without the dealer worrying about mileage and liability issues.

One reason for making the product more available for testing is to overcome a perception that a Lamborghini is difficult to drive, Mr. Toepke said.

It's not just that a Diablo VT's 492-horsepower engine delivers a top speed of 202 mph and a 0-60 mph time of 4.1 seconds. The Diablo's predecessor, the Countach, was criticized for being uncomfortable and difficult to shift and steer.

To meet the growing interest in leasing, Lamborghini has begun offering a 24- to 60-month lease program on the Diablo VT at \$2,999 a month, with a \$52,000 down payment.

In addition to touting the lease in ads in business publications like The Wall Street Journal and Investor's Business Daily, Lamborghini also is promoting the lease as part of a direct mail campaign going out to 50,000 individuals with median household incomes of \$1.5 million.

Mr. Braner said the flexible lease term demonstrates the car retains its value.

"Anybody who spends money in this price range today wants value," Mr. Braner said.

"These are people affluent enough to afford the better things in life. They don't feel peer pressure and whether or not they need something isn't the question. It's a matter of the way they perceive the quality of a product, which is why they'll pay \$2,800 to \$3,200 for an Armani suit."



Lamborghini, looking to increase U.S. sales more than tenfold, is counting on tie-ins, new products and greater availability of its \$200,000-plus automobiles.

LAMBORGHINI RETURNS TO FORMULA 1 RACING

Lamborghini- Diablo VT is Selected as Official Safety Car of Grand Prix Molson du Canada, June 11

A two year absence from Formula 1 racing isn't diminishing Lamborghini's anticipation at this weekend's Grand Prix Molson du Canada held in Montreal. Although Lamborghini isn't actually competing in the race as it did in 1993, a Diablo VT will be on the challenging circuit with racing's elite as the race's Official Safety Car.

"This is Lamborghini's weekend to reinforce itself as a performance-based sports car in front of an international viewing audience," stated Robert A. Braner, president of automobili Lamborghini USA. Braner added that in addition to being associated with the Formula 1 race, Lamborghini is involved in Sunday's Detroit Grand Prix Indy Car race with another Diablo VT as one of the official PPG Pace Cars.

"We're very excited about having a Lamborghini Diablo serve as our official safety car," said Mr. Normand Legault, general manager of Grand Prix Molson du Canada. "This is the first time we have ever had such a powerful automobile. This is further punctuated by the fact that the 492 horsepower Diablo is completely stock and is street legal."

Two red Diablos, arranged and supplied by Lamborghini through its Montreal dealer, Silver Star Exotics, will be outfitted with strobe lights and a two way radio to allow the driver and accompanying FIA official to be in contact with FIA race officials.

Differing from Indy Car starts, where the pace car leads the field at the start, Formula 1 races have standing starts from the grid. The Diablo Safety Car will go on the track at the request of

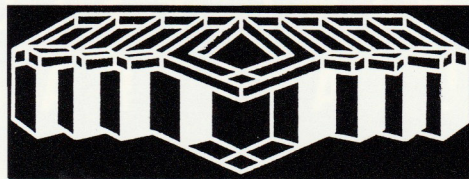
race officials to neutralize the race until they decide that the track is clear to race again. The Diablo VT will also be used as the pace car for the support races preceding the Grand Prix.

Aside from powerboat racing, where Lamborghini returns this year to defend its World Class 1 Offshore World Championship, the company is not currently active in racing programs. Company officials have, however, expressed interest in several racing programs that would ideally blend with the company's existing performance capabilities and company objectives.

Making its only appearance in North America, Formula 1 racing continues to attract the world's most famous and arguably best drivers. The frenzy from the Grand Prix in Monaco two weeks ago is being carried over into Montreal where international jet setters will reconvene.

The Formula 1 race will be avidly watched by more than 500 million international racing fans in 121 countries. In the U.S., ESPN will broadcast the race on Sunday, June 11 beginning at 5:00 p.m. EST. 🏎️





THE INAUGURATION OF THE NEW 'CENTRO POLIFUNZIONALE' DEDICATED TO FERRUCCIO LAMBORGHINI.

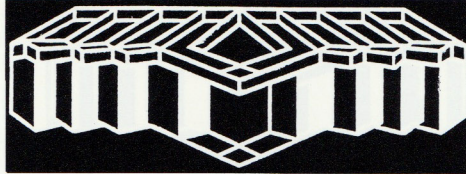
It is not to be called a 'Museum'. Tonino Lamborghini would take exception to that, because what he has built in the front yard of his own Lamborghini oleodinamica factory was never conceived to be just a cold Denkmal to some dead hero's greatness, but more a "Centro Polifunzionale", a multifunction centre devoted to the work of his great, late father with a strong emphasis on being a really 'working' place, with spaces for congresses, conferences, etc... It also looks like being the obvious n.1 place in the world for any future Lamborghini Club-of-the-World meeting that happens to be staged in Italy.

The grand opening of the Centre was very well organized, on a par with the reputation of the same Ferruccio for throwing parties anywhere he wanted to. It was opened by Tonino himself with a number of civil and military authorities in the afternoon of May 13th, Saturday, at 5:00 p.m., and the most heartwarming thing was to see the huge number of people coming there not just for posing, but to pay a really heartfelt homage to one of the greatest men ever born in this part of Italy. A lot of workers from Sant'Agata were there, some of them silently remembering those 'Golden Days', some other quietly sighing in the knowledge that it really was another world, and that things, today, are a completely different kettle of fish. The fact the President of Lamborghini Automobili didn't show at the opening, despite some promises of a few days before, did not suggest any idea of continuity between past and present for our beloved Marque.

The Centre is, anyway, really excellent. A very modern building with a stylish architecture, it is built on two floors, and it contains several cars, a selection of tractors (Ferruccio Lamborghini's first big business idea), heating/air conditioning units, the prototype of the Lamborghini helicopter and a mesmerizing selection of pictures covering nearly every year of Ferruccio's hard-working life. I think I have seen quite a number of pictures about Lamborghini Automobili and Ferruccio himself while researching for my books and magazines, but more than one half of these slots were previously unknown to me! This huge photo selection alone, well displayed in a serie of large frames surrounding the main hall, is well worth a visit to Dosso, this small country village between Cento and Ferrar. Tonino was very busy, his charming wife, Lulu, was there to soothe any trouble, taking admirably care of friends and of their own sons, whose first one, Ferruccio, is one of the most beautiful kids you'll ever meet and a Miura SV owner already (courtesy of his late grandfather).

Cars shown are all of the 'Ferruccio' era of Lamborghini Automobili, from a very nice 400GT to a late-series Countach. So you can see two Urracos (P250 and P300), one Espada, one Jarama, one Islero: Bertone kindly lent for a few days the original Marzal and the prototype Bravo, that is a little late in this context (it was shown in Turin one year after Ferruccio had left 'his' factory) but is a nice thing to see every now and then, even if I remember that to drive it I had to make use of a large shoehorn, in order to fit in that ultra-small cockpit.

The evening was memorable, even if less car-oriented, in displaying the exceptional acting and dancing capabilities of the Bolshoi équipe in a overwhelming performance at the main Ferrara theatre. A nice Saturday, and a pity that not everybody could attend, especially because the Centre is not a real museum and therefore is not open to the general public and/or individuals. But, now, some very good news: visits can be arranged for special-interest groups (and the Lamborghini Clubs are rightly in this class...) asking to Tonino himself, who will be happy to oblige. Just contact him a Lamborghini Oleodinamica, tel number 0039-51-861955, and then hope that you get this approval. This Centre is a very appropriate way to remember this incredibly energetic, fascinating man, and we have to be grateful to Tonino: out of love for his own father, he gave us a truly special place where to worship one of our heroes. A trip there (with an appointment, remember...) will be a very satisfying experience, believe me. 🐾



FROM THE PAST TO THE PRESENT: "GRUPPO TONINO LAMBORGHINI" TODAY

Mr. Tonino Lamborghini is the successful heir and son of the famous Ferruccio that created the legendary sports cars.

Graduated in Political and Economic Science at the University of Bologna while already working for some months in his father's company, he took over the management of the whole group at the end of the 1970's.

He has been further awarded an honorary degree in Engineering. He has been keeping up his family's tradition thanks to his managing and entrepreneurial skills combined with his natural inclination for Beauty, ranging from industrial design to the prestigious spare-parts line named after him.

He is married and has got three children, yet in his spare time he also pursues his favorite hobbies, such as painting and writing poems.

He is fond and connoisseur of art and antiques, as well as of old cars.

Now Gruppo Tonino Lamborghini numbers over 2000 employees, both direct and indirect; thanks to its widespread organization and to the high quality of its products, the Group has substantially increased its turnover in the last few years, thus further confirming its position of world-wide importance.

Beside FERRUCCIO LAMBORGHINI CENTRE OF STUDIES AND RESEARCH, the following divisions are to be mentioned:

- LAMBORGHINI CALOR: a leading company in Italy and Europe, producing burners, boilers, A.C. systems and water conditioning systems;

- LAMBORGHINI OLEODINAMICA: leading company in the field of hydraulic components; since 1993 it has been producing also Golf and Service Cart, electrical and endothermic motorvehicle that enables golfers - but not only golfers - to make the most of their sports activity on the golf courses and auxiliary facilities.

The company also owns subsidiary companies abroad, in Britain and France.


- TONINO LAMBORGHINI ACCESSORI E MODA: successful company operating in the field of glasses, watches, leatherwear, exclusive accessories and clothing.

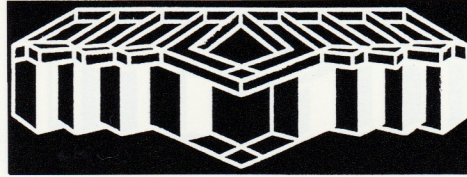
The quality of these products and their refined style are those same features belonging to Mr. Tonino Lamborghini, a stylist able to confer his creations a unique style, thus embodying the best Italian style.

- LAMBORGHINI VINI D.O.C.: company producing high quality Umbrian wine which is exported throughout the world and produced only upon request;

- LAMBORGHINI CENTRO CONGRESSI: magnificent building, planned in 1500 by Jacopo Barozzi, architect known as 'il Vignola'; thanks to Mr. Tonino Lamborghini, its present owner, the building is now being restored, yet keeping its original architectural structure; it will be then utilized in the future as representative building for Lamborghini Group;

- TONINO LAMBORGHINI ITALIAN FOOD: recently established, Tonino Lamborghini Italian Food aims to combine the old cuisine with high quality foodstuffs; the products are sold in Italy and throughout the world only in exclusive gastronomic shops;

- LAMBORGHINI FINANZIARIA provides for the strategies of the several companies belonging to the Group and their many divisions. 



FERRUCCIO LAMBORGHINI AND HIS CREATIONS

The entire Ferruccio Lamborghini's creation world is conspicuous for its advanced technology combined with its utmost stylish shapes; these peculiarities have sometimes given rise to odd anecdotes.

The most important Lamborghini works are now displayed at the permanent exhibition at the Centre of Studies and Research in Dosso.

Tractor 'Carioca', for instance, was created in 1947 and was Ferruccio's first creation. It is an agricultural vehicle produced by using II^o world war's surplus; it was soon well placed on the market because of its proven capacity to solve the agricultural problems during the post-war period, together with its great power and low purchase price (this is why it was named 'Carioca', the same name indicating the poor inhabitants of Rio de Janeiro).

Among its cars, the world-famous Miura is to be mentioned; like many other Lamborghini models it has the name of a famous bull breed.

It was officially presented at Geneva Motor Show in 1966. It is conspicuous for its eye-catching shape designed by Nuccio Bertone and for its utmost innovation in technology and aerodynamics. At that time, Miura became popular as the fastest and - with no doubt - the most desirable car in the world.

Miura is the only car in the world permanently exhibited at the Metropolitan Museum in New York City, thus further proving its great success.

Only five years later, Ferruccio Lamborghini presented at Geneva Motor Show the prototype of the other car representing a real turning point in the world car scene: Countach.

With Countach, Bertone's design enters a timeless dimension with a car whose sturdy aerodynamic construction is combined with a striking design and look that soon convey the idea of speed and passing of time.

Its very name resembles the strong feeling that this model conveys: Countach is a typical word of Piedmontese dialect that, though literally untranslatable, conveys the idea of surprise and enthusiasm.

In those same years, Cav. Ferruccio challenges the future by conceiving the "utility vehicle" of the future: the helicopter.

He had been inspired by those devices he saw in the U.S. that looked like helicopters and could be tied up around one's back and shoulder; together with three engineers - Bertuzzi, Lualdi and Corbellini - he produced four helicopters. Soon he realized, however, that it was difficult to work on a market that depended too much on permits granted by the Ministry or by the Government and decided to give up his idea.

Among the oddest stories, the following are noteworthy:

"Frank Sinatra went to Ferruccio Lamborghini holding under his arms a huge quantity of wonderful leopard skins that should be used as upholstery for his Miura: it had to be a real film-like car!"

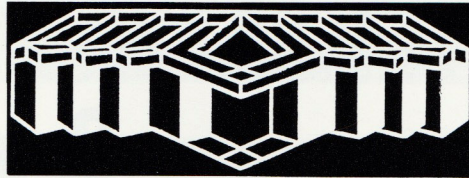
"The Shah of Iran requested a "humble" change for his Miura: the bodywork, usually in black paint, had to be made of solid gold!"

"Prince Ranieri, however, was contented with his Miura made of silver!"

"Dean Martin changed four Miuras and wanted them to be strongly personalized",

"Little Tony, the Italian singer, collected five Miuras".

These, however are only few examples; many other odd Lamborghini's customers went mad about this car and his maker. 🐾



FERRUCCIO LAMBORGHINI

Ferruccio Lamborghini was born in Renazzo, in province of Ferrara, the 28th April 1916. His zodiacal sign is the "Taurus", a lucky symbol which will be chosen as emblem for his prestigious mark.

Like most families of this area, his family too was strictly linked to a deep agricultural tradition. But when Lamborghini was twenty-year-old was not attracted by this background; at that moment his one and only great passion was "the mechanics". He attended a skilled school, the "Taddia" of Cento, with remarkable interest and obtained with full marks the diploma of industrial expert.

In 1939 Lamborghini went to do his military service; he was enlisted in the Air-force and his destination was the Motor-Unit Center at Rodi, where he worked at the motor vehicle maintenance. Thanks to this lucky opportunity Lamborghini increased more and more his experience and knowledge of both Italian and foreign mechanics. By virtue of his great talent he gained in a short time the command of the center.

At the end of second world war the panorama was disheartening. Everything was necessary, including a substantial aid in field of means of transport, also for the agriculture. Lamborghini knew by great intuition that it was possible to combine his familiar tradition and his experience in mechanics. By virtue of knowledge acquitted during military period, he bought at a low price surplus war-stores and transformed them in civil vehicles. In this way started up the old carioca agricultural tractors, whose line and motor were gradually improved. In 1946 was founded Lamborghini Tractors, that in few years became the third manufacturing industry in Italy, behind Fiat and Ferguson, beginning the great Lamborghini epic.

In 1959 Lamborghini decided to take up not only tractors, but also different products. So at Dosso was founded Lamborghini Callor, a firm producing burners, boilers and air conditioners, and after ten years, in 1969, arose Lamborghini Oleodynamic producing hydraulic parts.

All these ideas proved to be winning ideas, and brought honour to the name of this already well-known manufacturer in economic panorama. Cars were the stuff he was most fond of. - He took part in 'Mille Miglia', driving an old 'Topolino', modified in many parts by his very self in order to participate in the famous race for old cars His car collection was really large: Ferrari, Jaguar, Mercedes, Morgan, etc. However, he was not satisfied with any of these cars and could find any defect in each one.

In 1963 Ferruccio Lamborghini decided to put his innate passion into practice and therefore founded the 'Lamborghini Automobili' car company in Sant'Agata Bolognese. Among the most prominent people he chose for his team, Giotto Bizzarini, skillful and expert engineer, Giampaolo Dallara and Paolo Stanzani are to be mentioned.

Work proceeded with such a great enthusiasm and expertise that only six months later the company was able to present officially at the Turin Motor Show the 350 GTV prototype, the first of ~ series of models that would have been loved by the whole world thanks to their shapes and performances. In that period Ferruccio Lamborghini was awarded an honorary degree in Engineering. Yet all this was not enough for somebody who was so eager to work, design and plan.

Mr. Lamborghini was 66 when, in 1972, after a successful life, felt the call of his native land; he therefore bought a wide estate in Umbria, on the Tresimeno lake and established a company linked with agricultural tourism, later called 'La Fiorita'.

This company produces high quality wine which is exported throughout the world and has an exclusive golf club, fitted with a landing strip for private airplanes belonging to VIPs who are very eager to book a relaxing holiday for some days.

Ferruccio Lamborghini died on 20th February 1993, thus going down in history and embodying the utmost entrepreneurial skills and a life ahead. 🐂

Intakes

&

Outtakes



Lambo Rambo. One of Lamborghini's top product priorities is



This is the new lambo SUV-honest. development of an LM-002 replacement to satisfy the world demand for sport/utility vehicles. Considering the decline in supercar sales, this makes sense. The factory says it sold only 253 Diablos in 1994 and this year is looking no better. Speaking of not looking any better this unofficial drawing shows what insiders say Lambo is planning for the LM-003. To our eyes, it looks older than the LM-002, yet sources confirm that, for now at least, the drawing is accurate-except it should have a big hump on the hood. Chairman Michael Kimberly has already announced plans for the LM-003 (AW, May 22) and insiders say a number of directions were explored before design house Zagato was given the nod to develop a four-door, "bunch" Toyota Land Cruiser-size vehicle. this SUV will be powered by either the V12 or the unused 4.0 liter V10, probably the latter. Kimberly predicts 600 to 800 units priced at about \$70,000.

Dear Joan and Jim,

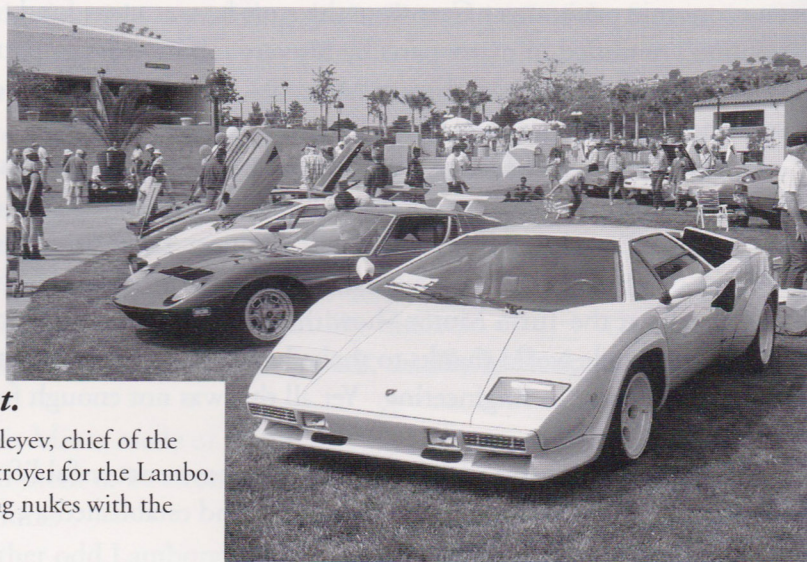
Santa Barbara was good fun, especially as our car was not judged! (it was last years winner). Margaret and I counted 13 Lamborghini's, and I dare say the best representation of any particular marquee at the show. We had the wonderful experience of watching our friends Dawn and Jeff Stephan collect the Most Elegant Closed Car award for the entire Concours, with their gorgeous purple metallic Miura P400SV.

By the way, Margaret and I are off to Italy and S'ant Agata in particular, in early October for a factory visit, and I have arranged with Tonino Lamborghini to visit the family museum Dosso. We will keep you posted! (Adream come true to me to review Ferruccio's life's work!)

We also intend to get accurate information on the first owner and original specification of our car with the help of Peter Leonard-Morgan, a friend who sold me my second car, and whom I have just found out is Chief of Marketing for Lamborghini Europe. He has told me to expect to review interesting product at the factory.

The pictures are a bit better than the Beverly Hills ones. Enjoy them.

Regards, Joseph and Margaret Sackey



Classified information: *Peace dividend dept.*

We are not making this up: That's Russian vice-admiral Oleg Faleyev, chief of the Pacific fleet, in the Diablo. Faleyev offered two MIGs and a destroyer for the Lambo. Do we really want this lunatic running loose in the world trading nukes with the natives and doing Russian Schtick?



SO YOU WANT TO DRINK AND DRIVE

"Set'em up, Joe, I have a little story I want you to know, make it one for my baby and one more for the road", Frank Sinatra.

Alcohol has its place in society, but it's not behind the wheel of your LAMBORGHINI.

We Lamborghini drivers are targets for law enforcement officers who are sworn to uphold the laws of the State of California - their duty is to protect you and me. These officers, some of California's finest, are taught to look for offenders and when they see us in Lamborghinis begging for attention, driving faster than the flow of traffic, with loud exhausts, apexing (straightening out the bends in the road) and in general enjoying ourselves, we have met the first element in a DUI (Driving Under the Influence) arrest. Objective symptoms - the above is what got the officer's attention in the first place which led to the initial stop and the horror show to follow. At the very least a night in jail until bail can be posted and your Lamborghini impounded and God only knows what violations your car suffers at the hands of the tow truck operator and the impound yard.

If the above were not enough, while still at the stop, you're subjected to the officer's FST's (Field Sobriety Tests), a series of contortions a gymnast would have difficulty with, let alone a intimidated, embarrassed, possible indignant and maybe even innocent individual who may have had a drink or two with friends at the last watering hole. Remember, our trained officer is skilled in looking for symptoms of intoxication, not evidence tending to establish your innocence. If arrested the officer knows you can well afford the \$2,500 for some attorney to hold your hand and walk you through the system, probably pleading you guilty, and that if you are truly innocent or thoroughly PISSED (no pun intended), \$25,000 or more for an O.J. defense where your high-priced lawyer pulls out the stops for perhaps a plea to a reduced charge, but still alcohol related.

When you're released the following morning, and while waiting at the impound yard to get your violated Lamborghini back, you have time to read a scary piece of news given you upon your release from jail called the DMV (Department of Motor Vehicles) NOTICE OF REVOCATION. This document informs you that 30 days from this moment your right to drive in California will be revoked for 120 days, no to and from work, no taking the children to school, no grandma to the doctor. Let's say you're one of the ones stopped for DUI and you refuse to take one of the three chemical tests - Blood, Breath, or Urine; in this case your privilege to operate a motorized device on the public roadways is revoked for a year. Refusal gets you an extra 48 hours in jail, excessive speed an additional 48 hours, and a high-blood alcohol level in excess of .20, adds yet another 48 hours, and if your driver's license was revoked or suspended at the time of the stop, you can add 48 more hours.

As a first offender you will have a fine and other related court costs amount to approximately \$1,500, a Drinking Driver's program, a suspended jail sentence (meaning, violate probation and go to jail), and a term of probation that lasts for thirty-six months. For increased penalties for repeat offenders and for auto insurance premium rating purposes (drastic rate increase), record of this offense follows you for seven years, even state to state.

Statistics tend to show you're more apt to get a second DUI then you are to get the first one. Repeat offenders by law must serve time in the county jail and even State prison is a possibility for three or more convictions for DUI. Expensive interlock devices preventing you from driving your Lamborghini if you have a measurable amount of alcohol in your system, and even having your Lambo impounded if the court deems you a nuisance are potential additional punishments facing you.

Add an accident with injury or death resulting and you're looking to spend one year in the county jail or even a number of years in State prison.

The bottom line here, fellow Lamborghini friends, is this - alcohol makes us feel good and lessens our inhibitions, but it also shortens our attention span and reaction time. Read the DMV alcohol conviction chart provided with your registration renewal and know your limits, not what you feel comfortable with but what the law will judge you by. 🍷

Anonymously Yours,
Chassis #127

Sample pate for the Devil

Lambo tries a new approach to supercar sales



Earlier this year it was the Diablo lease (\$52,000 down, \$2,999 a month); now it's Cafe Diablo.

"Essentially it's just a social event, like having a dinner at your house and having a very nice guest list," says Automobili Lamborghini USA president and CEO Robert Braner. "From a micromarketing philosophy it's like an automotive wine tasting."

Which explains the bottles of Mario Andretti vino on the tables at the Racers Private Motor Sports (R.P.M.S.) Club (AW, April 3), overlooking the streets of Long Beach on which the Indy cars run.

On July 29, about 20 potential buyers of the Lambo Diablo VT sampled Andretti wines and lunched on shrimp mousse gra-

tine, oysters Rockefeller and lobster Fra Diablo, while listening to a short pitch on the 492-hp V12-powered supercar. They had spent the morning being flung about one by one, through the streets of Long Beach in the passenger seat of a champagne beige Diablo driven by none other than Phil Hill. Hill took them down Seaside Drive and across the Gerald Desmond Bridge in light Saturday traffic.

"I always was interested in what was going on down the road," says the former world champion, who spent much of his racing career in Ferraris.

The idea is to introduce those who are interested to the thrills of the new car from Lamborghini.

"One problem was that people

tended to identify with the earlier products," Braner says. "From the time Chrysler decided to sell Lamborghini there has been no pro-active approach to the market, so the brand awareness was lacking. Nine out of ten people we talked to didn't even realize it was a four-wheel-drive vehicle."

The Diablo is no Countach, and Lamborghini wants buyers to know that. But first, Lambo needed to reach potential buyers. Enter Dr. William Cryan and his wife Jan, founders of the R.P.M.S. Club. Cryan owns a Diablo VT and knows a lot of people who could buy one. R.P.M.S. members are opinion leaders, and one of them using a Diablo VT for the daily drive has some influence.

"It's an attempt to develop our market from the inside out," Braner says.

Does it work?

"I think it's a great approach," says Chuck Bentley, who owns a Testarossa. "Would I buy one? I'm a Ferrari enthusiast so when it's time to replace the Testarossa I may look then, but it would take an awful lot to sway me into a Lamborghini."

Lamborghini is planning at least five more events like this one. The next is scheduled for Nov. 4, in Las Vegas, followed by dates in New York, Miami, Chicago and San Francisco.

NOW: 4 WHEEL DRIVE FOR SPORTS CAR RACING

ROAD & TRACK

LOLA 70: A GREAT NEW SPORTS CAR

30

years ago designer Eric Broadley's fast 1965 sports/racing car, the LOLOA Type 70 on our cover, was the latest in the 36-year old Londoner's line of successful 2-seat competition machines.

•Road test cars? For "ultraprestige," we suggested the \$20,500, MERCEDES600. And "super swank" was an expression we used in our first evaluation of a LAMORGHINI, the 350GT tagged at \$13,900. (The same words would be appropriate in our most recent Lambo road test - the Diablo VT, December 1994 - but the tab is now 239,000.)

EDITORS NOTE:

This ad at the bottom of the Collectors Cars Ad appeared in the S.F. Examiner /Chronicle & the car was purchased for a little more than the asking price - and you say there are no more good deals. If someone know who bought the car - please let me know...

885 COLLECTORS CARS

JAGUAR '66 Mark X Beautiful, original, 96k, 1 owner \$19,999 or best offer 510-272-9614

JAGUAR '59 Mark IX (2). Powered by 350 Chevy. \$7500. Orig. needs rest. \$2500. 510-634-3335

JENSEN HEALY '73, clean, mech sound, recent smog, orig cond. Quick sale! \$3600/bo. 454-4075

JENSEN '72 Interceptor III, w/ht/blk w/blue leather, 60K, garaged, \$14,000. 435-4031

LAMBORGHINI '69 400GT 2+2. Last 1 Made! \$9K 325-3727 *msg

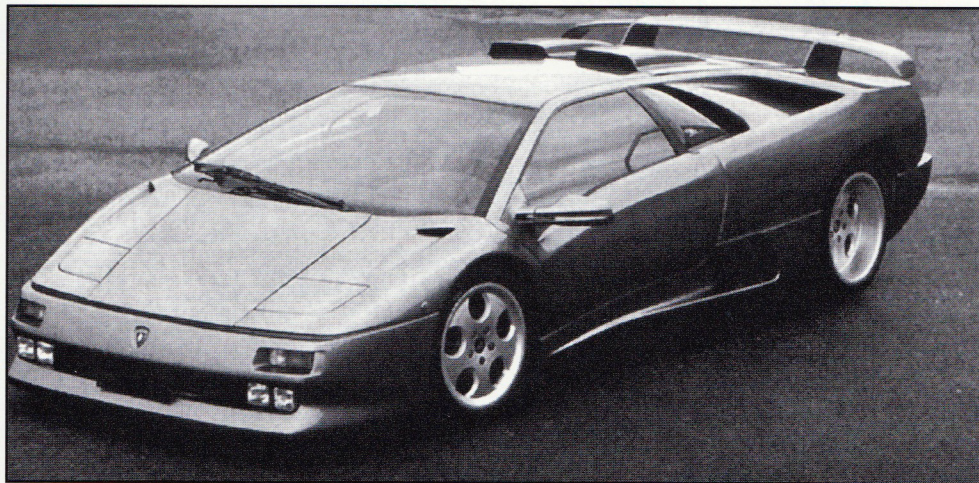
LAMBORGHINI '67 400GT *msg

Dave Coverly

"Of course I saw the stop sign. It's you I didn't see."

Lamborghini launches joltin' Jota

Race kit makes the Diablo a (bigger) fire-breather



In september 1993 when Lamborghini introduced the Diablo SE 30 in celebration of the company's 30th anniversary, it promised a racing kit that would add pepper to an already very spicy car.

That promise is realized in the Jota, named for Lambo test driver Bob Wallace's modified 1970 Miura racer. The original Jota was a 440-hp lightning bolt that got to 60 mph in 3.6 seconds, but the car crashed and burned before it ever got to a racetrack.

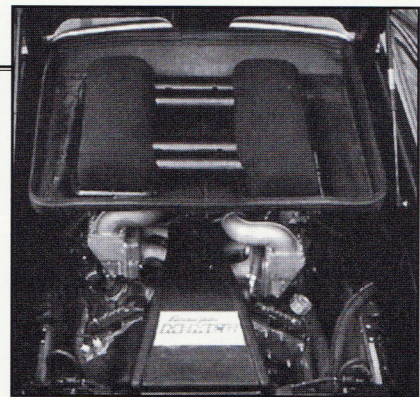
Lambo hopes for better with its new Jota. Extensive modifications to the engine and to its electronic management system boost the Diablo SE 30's power from 525 hp to nearly 600. Torque is 448 lb ft at 5200 rpm, with an even broader curve than the Diablo's. At the highspeed track at Nardo, the Jota's top speed

reached 211 mph. Acceleration was not tested, but you can expect a zero-to-62 mph time in the neighborhood of 3.8 seconds.

The Jota transformation can be retrofitted to a Diablo Se 30 or ordered with the new car. It adds 24,600 to the SE 30's sticker price of \$234,000.

The bad news is that the Jota is not street legal. Intended for racing only, the package gains some of its power by losing the catalytic converter and muffler. The result is music to your ears, but not to the police, who have already handed out tickets to owners illegally cruising the public roads in Italy.

The only exterior modification to the Jota is the hood, which is flat and dominated by two big air scoops. But open that hood and it's easy to distinguish the Jota from the stock



Hood scoops on the outside and a revamped intake system (above) separate Jota from the SE 30.

Diablo. The 48-valve, quad-cam, 5.7-liter V12 has a completely revised intake system - with double air ducts on either side of two intake manifold - that changes the look to the engine bay.

A quick spin on the roads near the Lamborghini factory at Sant'Agata Bolognese showed that, like the Diablo, the Jota is tame under 3000 rpm. But from there, the complex variable intake and exhaust systems help provide almost linear acceleration to 6000 rpm. The noise is brutal, but it sounds like heaven.

And the guardian angel in this particular heaven is the Jota's traction control. With 600 horses powering you, this Formula One-derived system can turn huge power oversteer into a mere adrenaline speedball.

Lambo has already delivered five Jotas in Europe, all to private buyers with no known racing plans. The first two true racing plans. The first two true racers will go to Japan to enter that country's 1995 GT championship. Similar plans exist for European GT racing.

Dear Joan & Jim

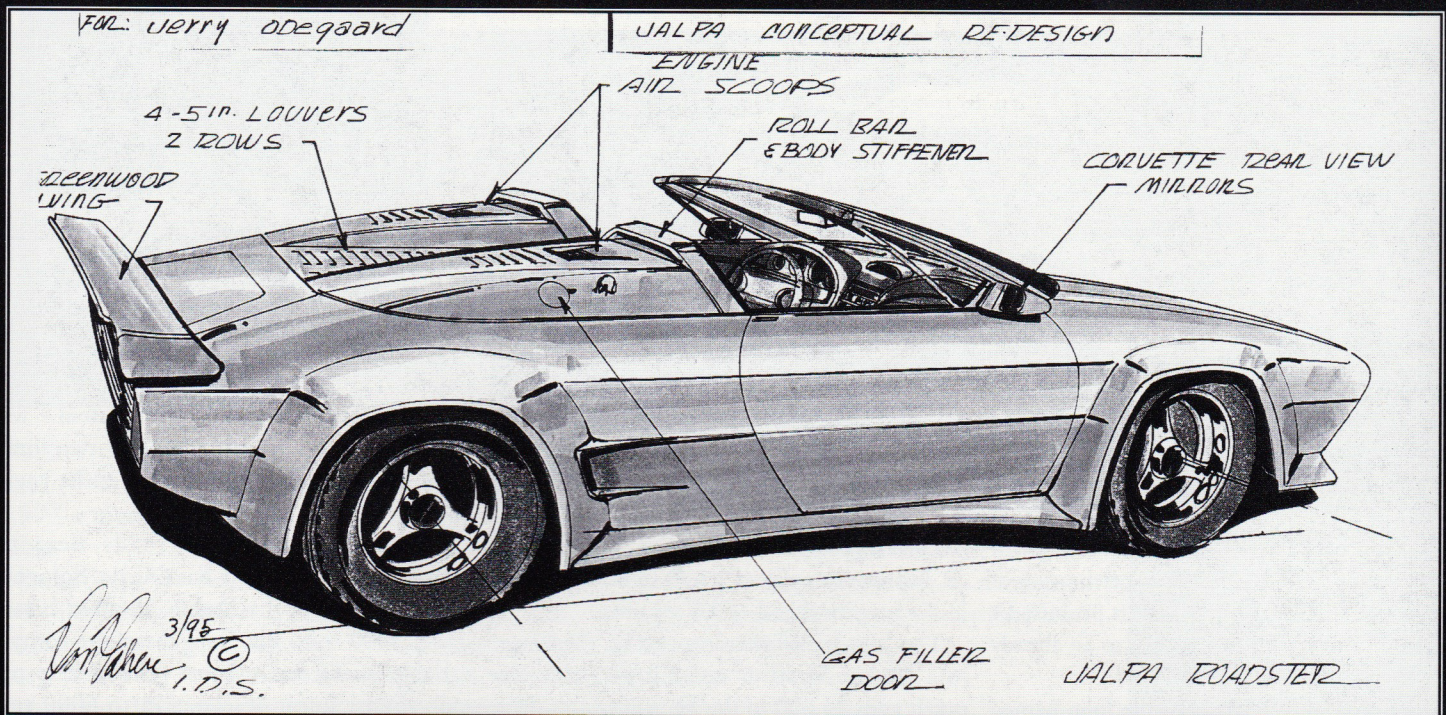
How are you guys doing out there in the unpredictable land of California. Hope this letter finds you both well.

Wanted to share a couple of photos from the fall of '94. One is panoramic and the other in 3-D. Tell me, do you know of a very clean series III Espada in black over tan? Shirl sends her regards.

**As Always
Kindest Regards ED**



A Jalpa Reborn in the California Tradition



Facts: The Jalpa was sold new in 1987 - had a fire in 1988 and was used sparingly until purchased in '94 by Gerald Odegaard.

New Construction:

'94 Mustang Dash, Steering Wheel & Column - Center Console & door Panels

Installed:

Lower Rocker Flares - Fabricated Installed

Wing Installed

The top will be cut off to create the Roadster

By late 1995 the Rollbar, Decklid, and Ford Wiring should be complete. Plus the engine and tranny will be re-installed.

Personnel:

Bodywork - Bernie Shanklin

Engine and Mechanical Work - C&C Auto Repair

Electrical - Hal Mallett

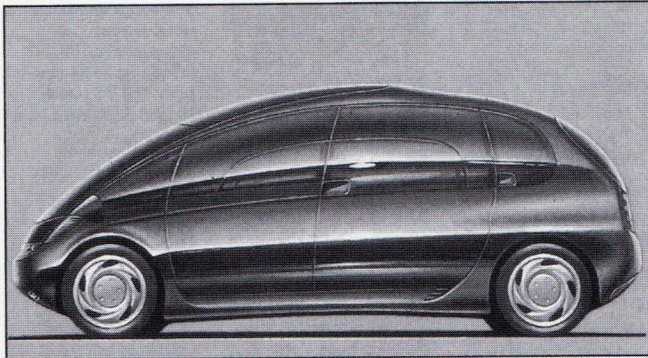
Wing by Greenwood, Mods by Skywalker

Interior - Shanklin & Super Auto Upholstery

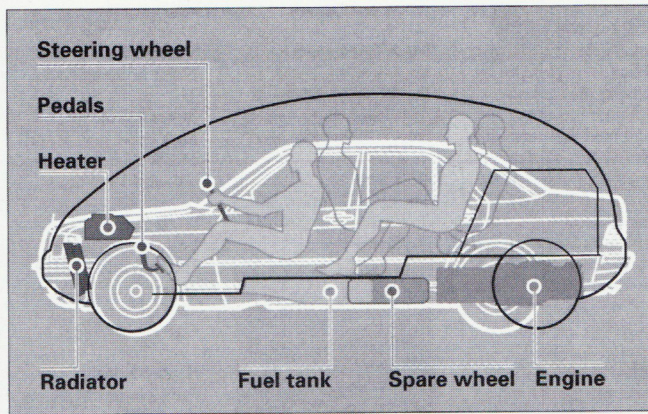
Design - Don Varner

Owner - Jerry Odegaard, G.V.O. Associates

Shrink-wrapping

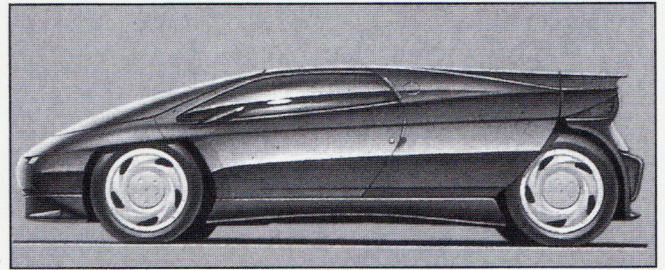


Mercedes-Benz 190

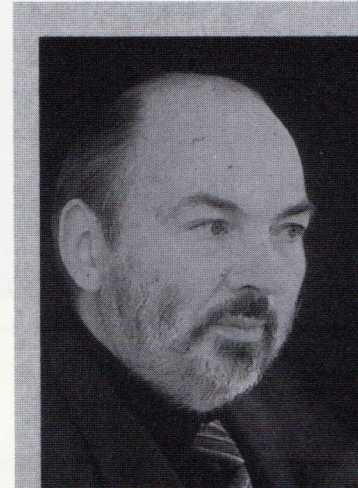
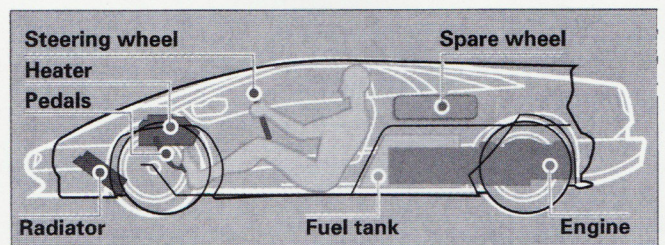


IDEA's repackaging plans produce shorter, roomier, more efficiently packaged cars. The powertrain is relocated under the rear floor in every case – horizontally opposed engines are essential – which in the case of the Mini (far left) and the Mercedes (above) places the rear-seat passengers above the front-row occupants, giving them a better view. Note the unusual seating arrangements of the Mercedes. The Lamborghini (left) has a mechanical layout allowing for a much shorter overall length.

Crash safety has also been considered, of course, IDEA having verified the efficacy even of the tiny Mini in a severe accident



Lamborghini Countach



'Over the years, products become simpler as their separate elements are integrated. It's the same with cars, and the one-box shape is the next logical development'

JUSTIN NOREK
Design chief, IDEA

Italian design studio IDEA reckons all cars are inefficient and oversized, and has radically redesigned some big-name models to show why.
By Richard Bremner

A RADICAL NEW WAY TO PACKAGE cars, their passengers and their powertrains has been developed by Italian design house IDEA. The novel design approach allows the length of a car to be dramatically reduced, and enables passengers, particularly those in the rear, to enjoy more pleasant surroundings.

The Torinese coachbuilder has taken the one-box bodystyle of the Renault Twingo and Espace and radically redeveloped it: the powertrain has moved to the rear and the floor has been reshaped into a double-deck arrangement, the higher rear seats. This places the rear-seat passengers above those in the front, just as in an amphitheater, giving them a clear view ahead and an impression of greater space. The result is a much taller car, but a dramatically shorter one, and, of course, it is length, not height, that clogs our streets. The

design has something in common with the Mercedes Vision A, whose engine and entrails are packaged below the floor, giving a raised roof and taller seating position, but the Merc's motor remains up front, and its occupants sit at the same height.

IDEA's design chief Justin Norek believes that the layout is appropriate for concepts of ever kind. To prove it, IDEA has developed one-box shapes that reinterpret the packaging of all sorts of cars, from the Mini to a Lamborghini.

Norek reckons the one-box shape could eventually render redundant most two- and three-box models. 'Over the years,' he says, 'all products become simpler as their separate elements become integrated. Look at early Hoover or telephones - they are much simpler today. It's the same with cars, and the one-box shape is the next logical development.'

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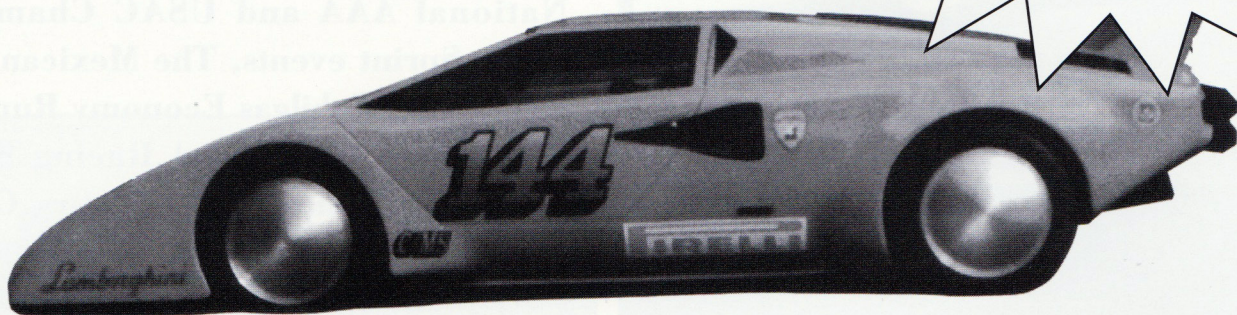
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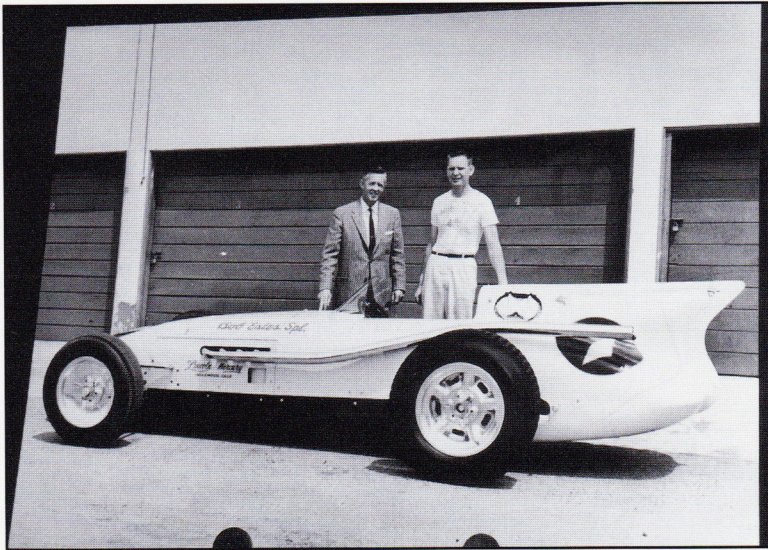
Carbon Fiber Clutch Assembly for:
Countach LP400, 4000S, 5000S

Low Ratio Gear Sets for Diablo

Sport Exhaust System V-12 Sound (Diablo)

Engine Compartment Cooling Package
(Diablo)

Bob Estes Tribute Dinner

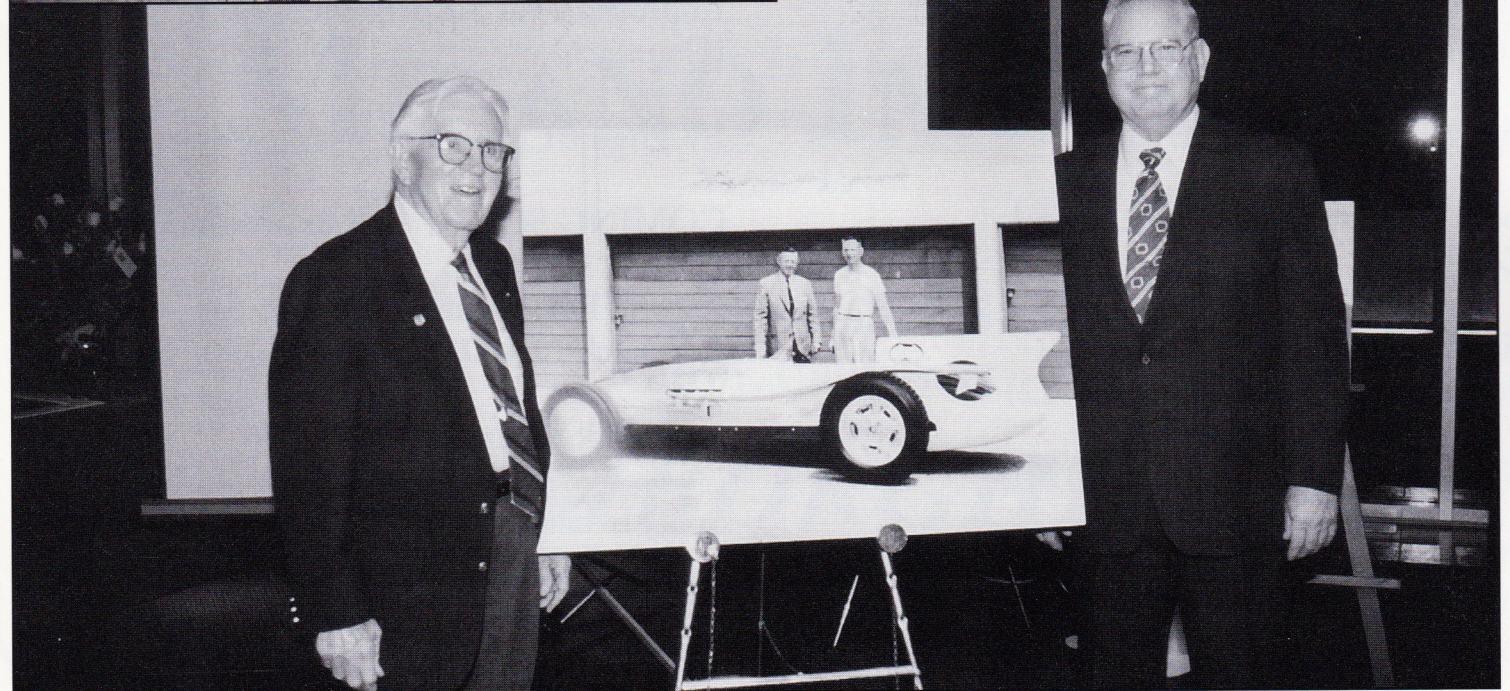


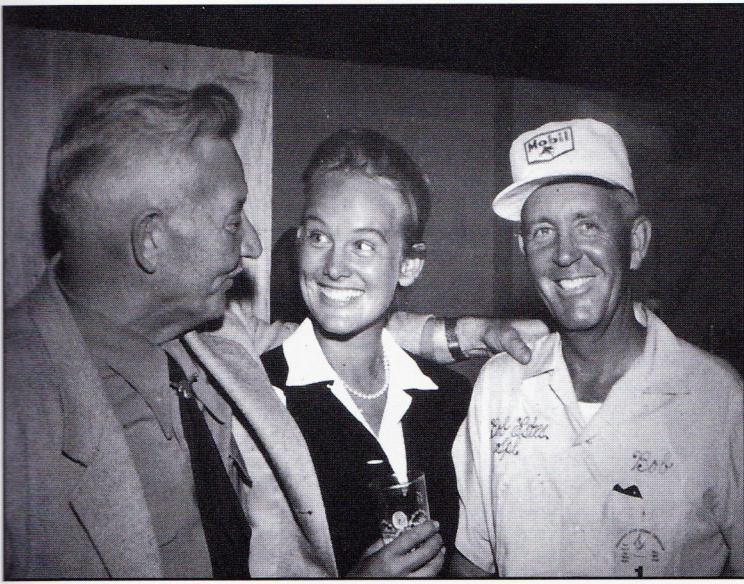
Bob with a young Lee Iacocca



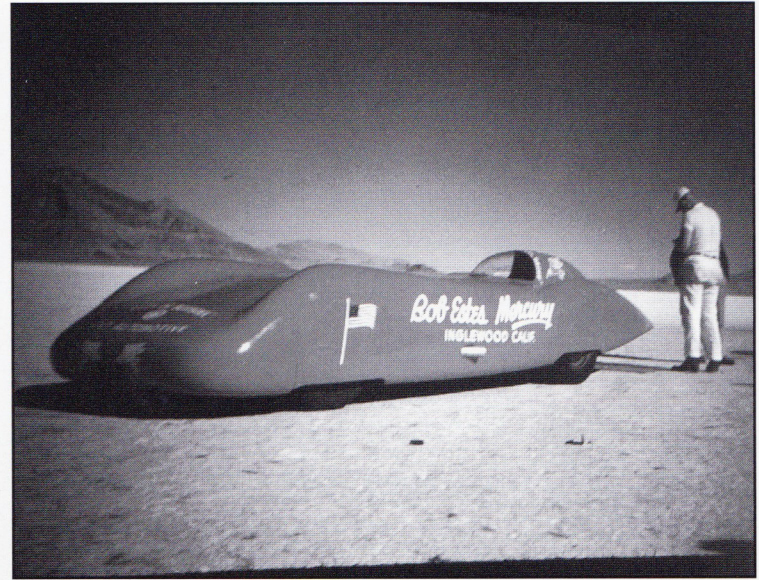
Our first West Coast Lamborghini Dealer in 1963 Bob Estes, and a good friend and Benefactor of the Lamborghini Club America was Honored this year for his numerous contribution to the world of automotive sports. A true gentleman and Lamborghini enthusiast. Bob has been part of Indianapolis, Monza, National AAA and USAC Championships, Sprint events, The Mexican Road Race, The Mobilgas Economy Runs, the Early California Road Racing Scene, The Trans-Am, The Concours Circuit The Dry lakes and Bonneville.

The Southern California Auto World at the Petersen Automotive Museum to relive the "Great Old Days of Motor Sports" and pay tribute to a great gentleman and true sportsman.

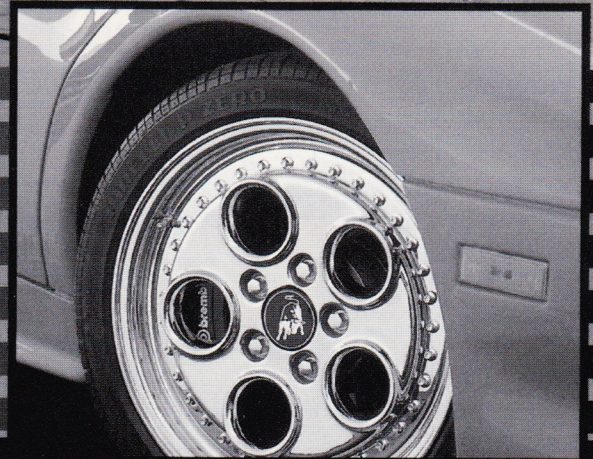
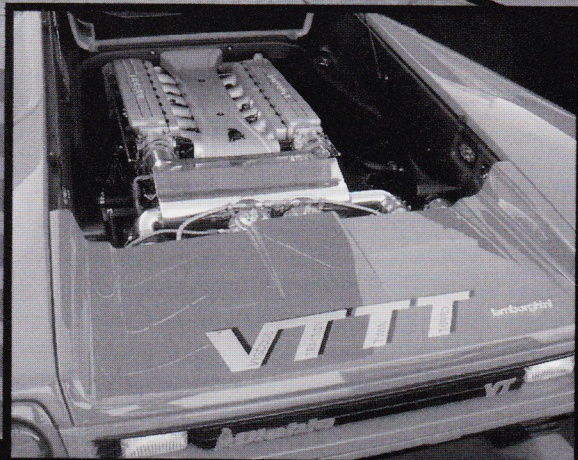




- A cross section of Bob with his wife and a few of the many different types of racing of which Bob Estes was a very important part.



Publisher's Choice



DIABLO VTTT

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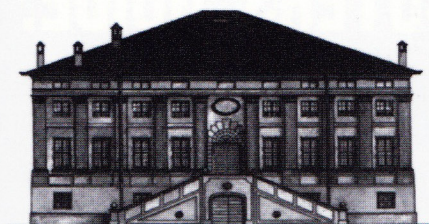


Prodotto da un pastificio antico ed artigianale con le semole più selezionate, l'acqua più pura, le uova di prima scelta più ricche e gustose, la Pasta Tonino Lamborghini è fatta ancor'oggi asciugare lentamente e con gran cura, così come un tempo facevano esperte "donne di casa".

Degustatela!

Produced by an old Pasta Maker, with the most selected wheat semolinas, the purest water, and the richest and tastiest eggs, Tonino Lamborghini Pasta, even nowadays is dried slowly and with care, like experienced home wives made a long time ago.

Taste it!



Tonino Lamborghini

Italian Food

Italian Food



*See the order form
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L'“Olio Extra Vergine di Oliva Tonino Lamborghini” è prodotto con olive di primissima qualità delle cultivar nazionali più pregiate che gli conferiscono ottime qualità organolettiche. Questo olio è ottenuto per semplice spremitura meccanica a freddo ed è sottoposto ad un severo controllo affinché tutto avvenga nel rispetto della qualità.

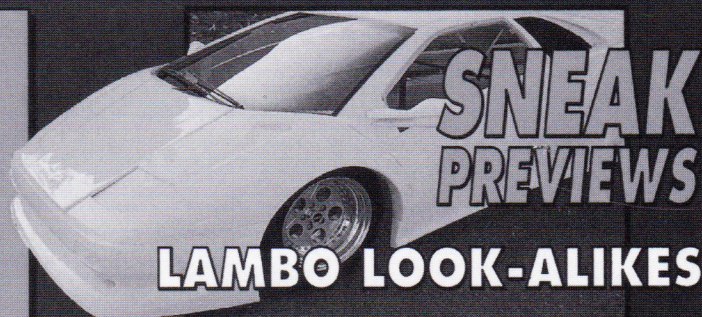
The “First quality Olive-Oil Tonino Lamborghini” is produced with the highest quality olives of the best national “cultivar” which give it excellent organoleptic characteristics. This oil is produced only with a cold mechanical squeezing and a strict control guarantees quality.

L'“Aceto Balsamico di Modena Tonino Lamborghini” è prodotto attraverso un antico procedimento che parte dalla preparazione e concentrazione dei mosti effettuata “a vaso aperto” seguendo il sistema tradizionale della bollitura a fuoco diretto fino ad arrivare alla lunghissima fase dell'“invecchiamento” che avviene in speciali “barili di invecchiamento”.

The “Balsamic Vinegar of Modena Tonino Lamborghini” is produced through an ancient process that starts from the preparation and the concentration of the musts made in conformity with the traditional method of boiling by direct fire till to arrive to the aging phase that occurs in special mellowing wooden barrels. Every phase of the production and mellowing process is subjected to accurate examinations to assure the exceptional characteristics of the final product”.

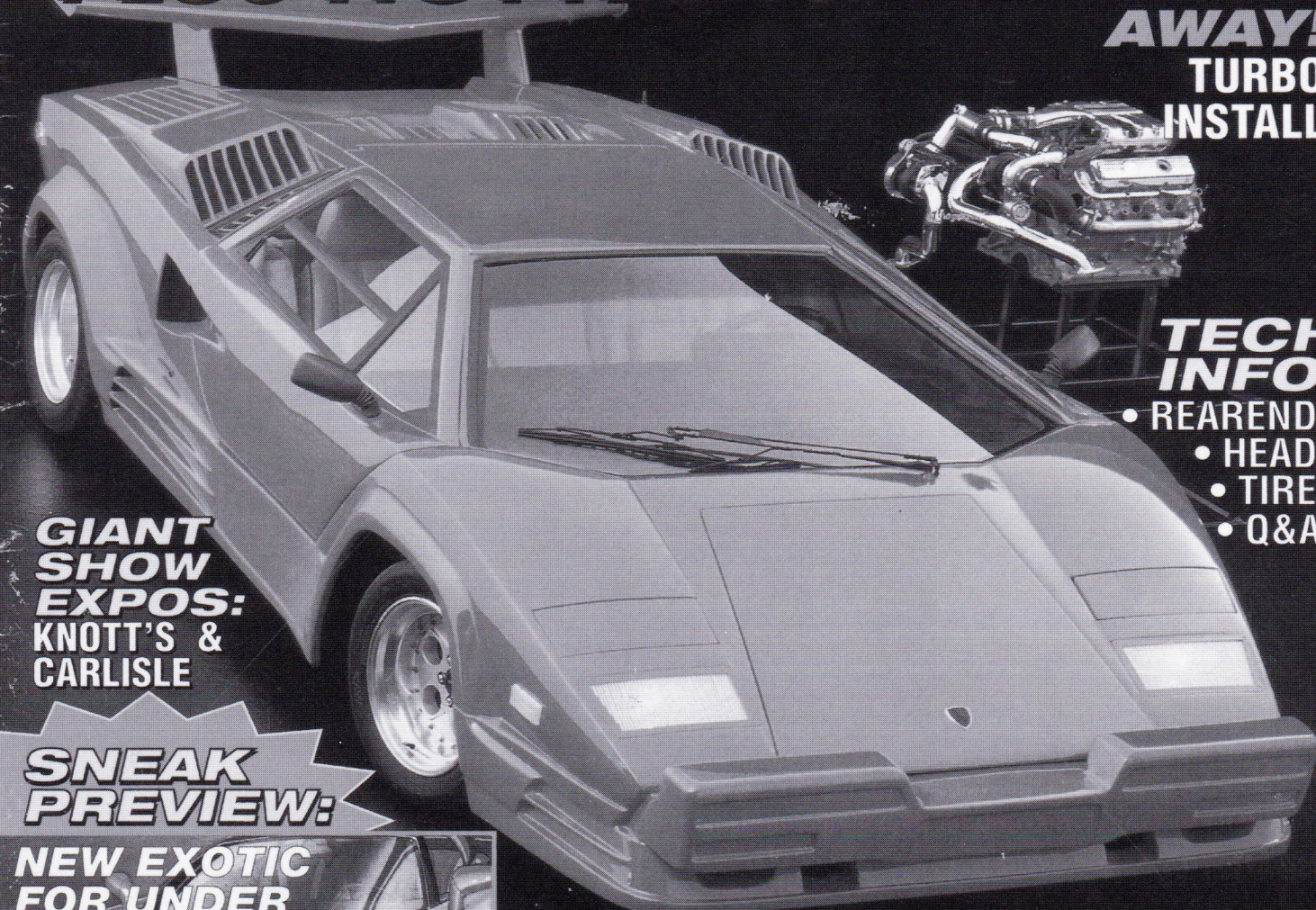
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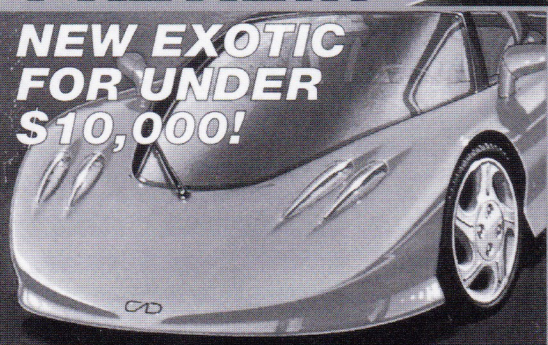
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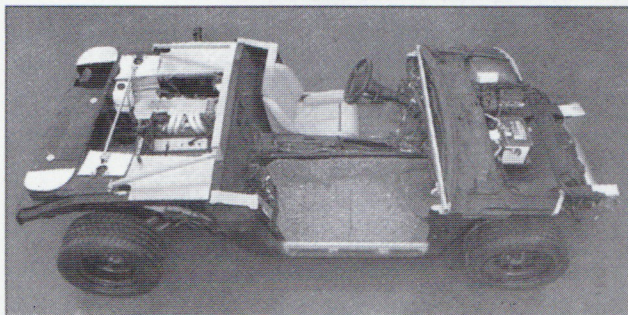
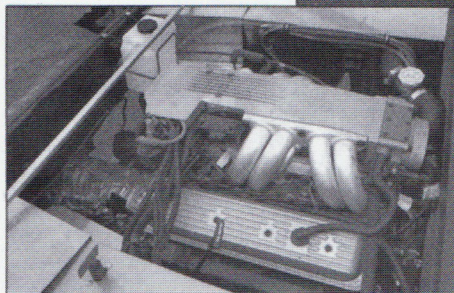
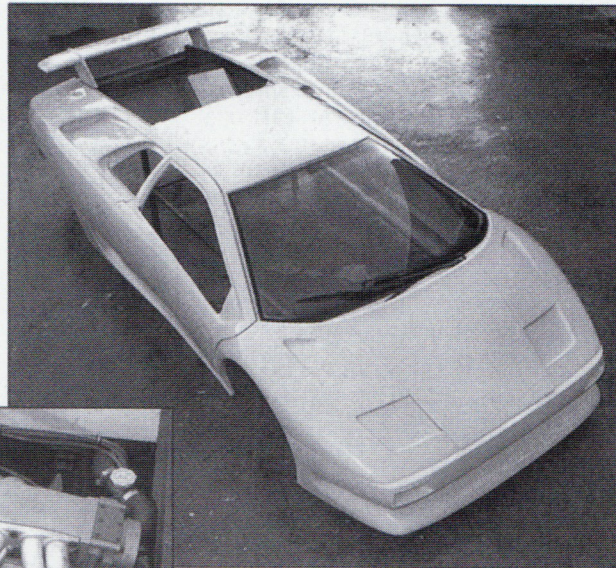
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SPECIALTY SCENE

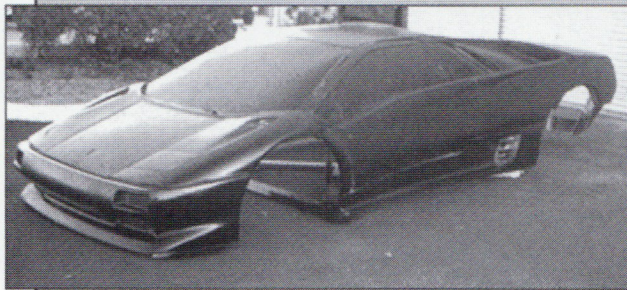
PHANTOM MATERIALIZES

A new player has emerged on the kit scene who should prove to be a serious competitor of all the Countach clones on the market. After more than two years of development, Warlock Designs is nearing completion on its Phantom replica. Literally thousands of hours went into the one-piece body, created from scratch with a handcrafted foam plug laminated with epoxy materials to eliminate waves, shrinkage or any deviations from the original design. We've personally inspected the body, and it displays a high level of craftsmanship. The front windshield is curved and tinted with DOT stamping. Underneath the color-gelcoated skin, the chassis (developed by aerospace engineer Carl Guichard) uses the center section of a Pontiac Fiero with an 11-inch stretch at the rear and numerous frame reinforcements. A stock engine may be used, but a new type of drivetrain swap is also available. Although transverse-mounted V8 conversions for Fieros have been around awhile (and can be installed in this kit as well), the Phantom is long enough to accommodate a *longitudinally* mounted 350 Chevy mated via a Kennedy adapter package to a modified Porsche 914 manual transmission. The prototype should be completed by this spring, and we'll schedule a full road test at that time. The kit price starts at \$17,000 (including fiberglass components, installation hardware, window glass, an interior package, frame reinforcements and an instruction video). A factory-built turn-key car can be had for \$42,000 and includes ABS 9.7-inch vented disc brakes, lowered coils, Koni shocks and struts, sway bars and bushings, plus many other extras. Partially assembled vehicles in various stages of completion are available as well. For price quotes and further details, contact Warlock Designs at 909/597-3621.



LAMBADA STEPS OUT

Another new Lambo look-alike is Creative Coach's Lambada. The body was developed by taking molds from an original vehicle, and it comes in several separate pieces which are bolted together on the stretched (11 inches) Fiero donor. The body we saw was not as far along in development as Warlock's Phantom but shows good potential. This kit starts at \$13,900, which includes the fiberglass panels, interior, metal components and accessories. (The price of the glass package has yet to be finalized.)

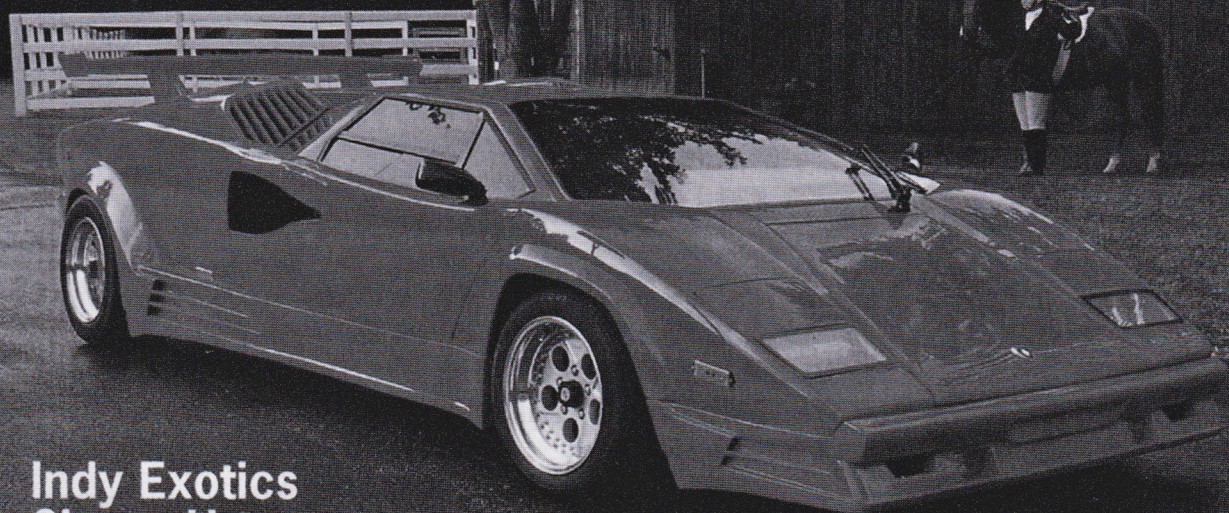
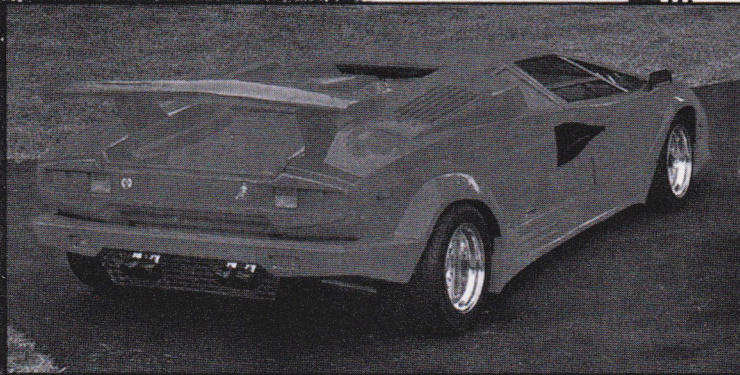


Some other projects from Creative Coach (909/923-1863) include a replica of a Mercedes 500 SL mounted on a Chrysler LeBaron and a Corvette stretch limo with a 120-inch wheelbase.

- FAKES -

We bring you this article to show you what lengths people will go to in order to copy a great idea or design - And you thought only the Japanese were copy cats...

Man -o'- War



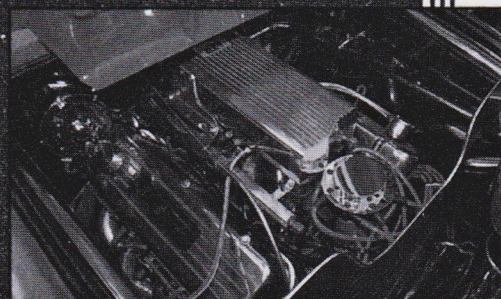
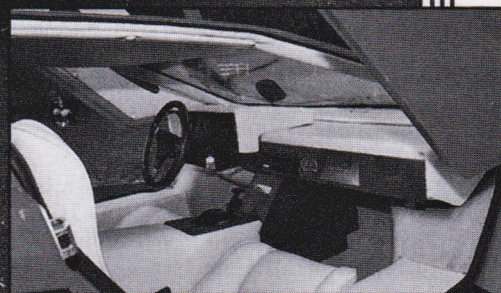
Indy Exotics Shows How to Harness Those Horses

By Steve Temple

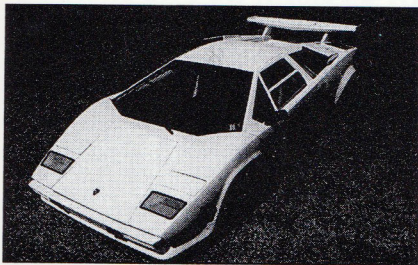
For some driving enthusiasts, a midmounted engine is the only way to go. That's because the balance and handling usually improve when that hefty lump of iron is behind the nape of your neck rather than in front of your feet. (As a case in point, Ford's GT40 was a far better handling car than the Cobra, even though they used the same engines.) Yet for the kit car market, finding the right midengine driveline setup can be difficult. The ZF transaxles in the GT40 and Pantera are expensive and hard to find, and the Porsche 914's stock unit is not stout enough for a hi-po V8.

Harry Broaddus of Indy Exotics has a couple of solutions. His Lambo replica is available either in a stock or stretch length. The latter is 20 inches longer in the rear engine compartment, just long enough to fit in a GM TH400 automatic tranny that bolts right up to the Corvette ZR-1 independent rearend, with only a pair of U-joints and a smidgen of driveshaft required to make the connection. Alternatively, Harry offers a custom-machined quick-change Reverse Drive Unit for his standard-wheelbase replicas. This setup allows the engine to be mounted facing aft with the output shaft running forward, which in turn is routed back 180 degrees to the rearend through the reverse drive (for more details, see inset story).

Chris Pilos opted for the elongated Lambo, partly because he seems given to excess. The engine in the

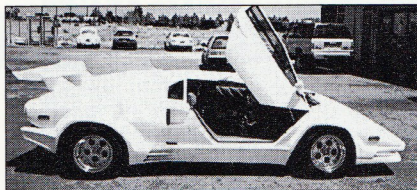


PHOTOGRAPHY: STEVE TEMPLE



AMERICAN FIBERBODIES 5000S

Length: 168 in
 Width: 78.7 in
 Height: 42 in
 Wheelbase: 98.5 in
 Weight: 2900 lbs
 Drivetrain: GM V8 with Porsche transaxle
 Chassis: custom spaceframe
 Suspension: custom with coil-overs
 Base Price: Kit \$13,200, Turn-key \$45,500



EAE/GT

Length: 164 in
 Width: 78 in
 Height: 42 in
 Wheelbase: 98.4 in
 Weight: 3000 lbs
 Drivetrain: transverse V8
 Chassis: semi-monocoque
 Suspension Front: fabricated A-arms with coil-overs
 Rear: Fiero subframe
 Base Price: Kit \$16,950

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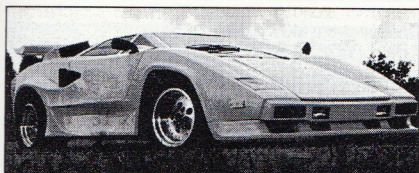
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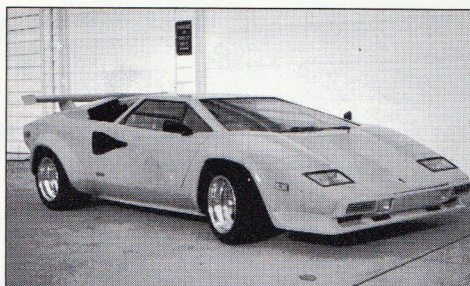
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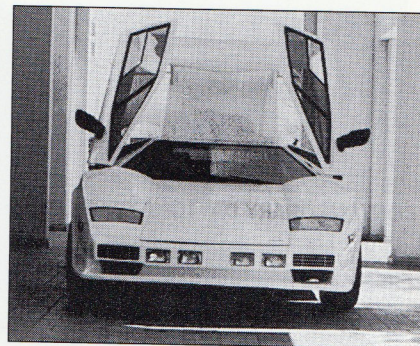


MAC'S AUTO BODY FIERO REBODY

Length: 165 in
 Width: 81 in
 Height: 41 in
 Wheelbase: 93.4 in
 Weight: 2600 lbs
 Drivetrain: Fiero L4, V6 or V8
 Chassis: Fiero
 Suspension: Fiero
 Base Price: Kit \$4999, Turn-key \$30,000



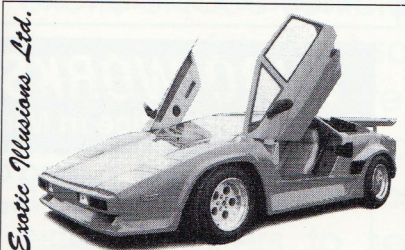
Prova is now getting started again with U.S. distributor Dan Cira (518/356-4278).



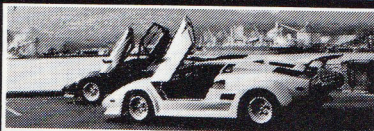
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 Width: 83 in
 Height: 41-43 in
 Wheelbase: 93.4 in
 Weight: 2600 lbs
 Drivetrain: L4, V6we or V8 LT1
 Chassis: Fiero
 Suspension: Fiero
 Base Price: Kit \$4999, Rolling Chassis \$16,000, Turn-key \$29,000

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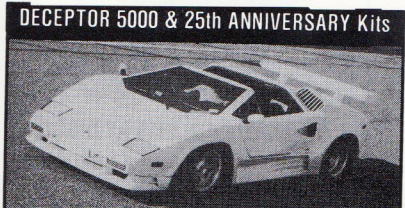


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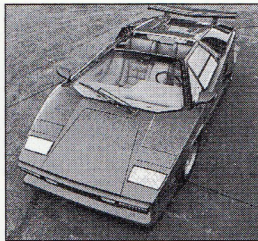
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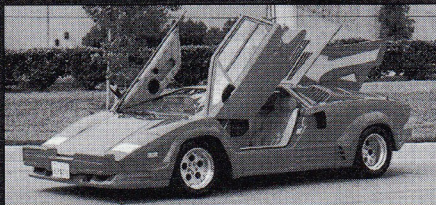
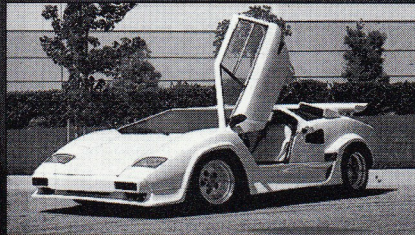
TIME MACHINE STARFIGHTER

Length: 168 in
 Width: 84 in
 Height: 43 in
 Wheelbase: 104 in
 Weight: 2500 lbs
 Drivetrain: Fiero L4 or V6
 Chassis: Fiero spaceframe
 Suspension: Fiero
 Base Price: Kit \$6995, Turn-key \$29,900

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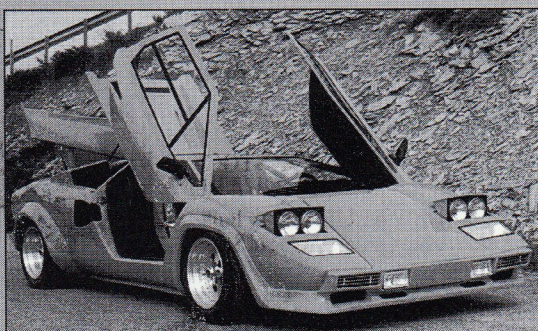
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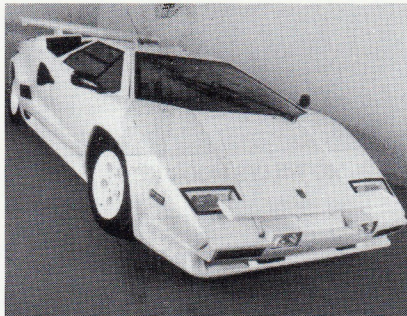
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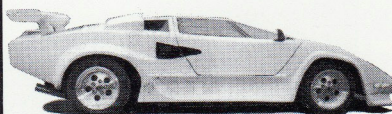
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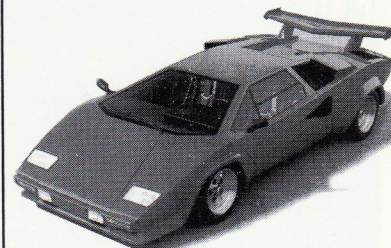


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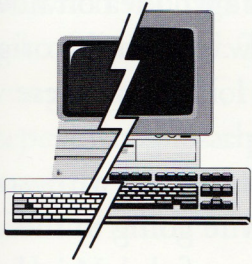
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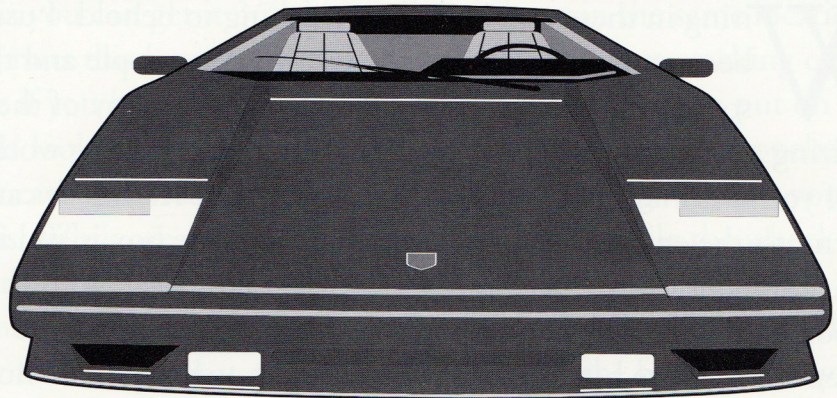
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PHOENIX CONNECTION

By Jeff Le Blond

Wiring in these cars is really something to behold. I usually find that everyone that has been worked on by at least 10 different people and they all have their own idea on how something should be wired and why. So many of them have gotten away from the original wiring and it is unbelievable, it's amazing that anything works. One thing to look at on these cars, if you're thinking of buying one, is to lift that leather or canvas flap on the passenger side underneath the engine compartment where the fuse box is and if you see all kinds of new wires solder in, a different fuse box or what I find on many of them is the same colored wire going to the fuse box itself, you may be heading to some problems. Another source on these cars for electrical problems is the fuse box itself. They have a bayonet type fuse holder with a ceramic fuse that keeps tension on the fuse to make contact. What happens things will get dirt, contact will get lost, resistance goes up, the contacts get hot, when they get hot they lose their tension and get weak, gets even hotter more tension loss, more resistance and all of sudden your burning up wiring and popping fuses all the time. One thing you can do for your vehicle or the one you are buying is take the fuse and take each side of it and feel the pressure on it, if any of them or all of them feel very weak, then it's time for a new fuse box.

Let's move on to the brakes. The brakes on these cars are generally pretty doggone good except they are never maintained. The brakes are never bled. Every year we should be bleeding the brakes of these cars and getting that old fluid out of the master cylinder and the wheel cylinders. Brake fluid is very inexpensive fluid and it can save you an awful lot of money in future repairs. The other thing is that most of these vehicles boosters that are mounted in the back are bad. If they have not been replaced I can almost guarantee that they are bad. Another thing is if the brakes have not been bled, you may find all master cylinders bad also. The calipers generally do not go bad, but you will find that on the high side, moisture will sit there and start rusting the pistons and then the pistons will have to be replaced. Another little thing with these cars is the pedals. The accelerator and clutch pedals bushings usually go bad on these things. One thing you can do, rather than replace them with the OEM plastic type bushing, just go into any bearing house and get yourself a bronze oil lite bushing, that is close to the size, (they don't make anything the right size), have it machined down and put in. You will have something you will never have to replace again, it will be a lot more solid feeling and it's a lot safer.

In the Espada and Jarama series cars everything I have just said goes true for them to. Except for a couple of things that are only incidental to these models. The Espada for instance, has the fuel line going through the passenger compartment. If you can smell fuel in your Espada or Jarama I will guarantee that hose is old, bad and is weeping or leaking fuel. I recommend you take these fuel lines in these to particular cars and replace them with a good steel or stainless steel fuel line the length of that old rubber hose. When you are finished you won't have to worry again and safety wise it is 5000% better.

The cooling systems in the Espada and Jarama again are more than adequate for the vehicle if the engine and radiator is in good shape. It can be quickly and easily improved by simply ducting the radiator, in other words making sure that there is no open areas around the radiator for air to spill around rather than going through it.

Many of the Espada's and Jarama's had the five lug wheels. This is one big problem area because they have a single dowel pin to locate the wheel, so it would come off and go one the exact same way every time. The problem is you can get it 3/4 the way on and not in the same location and when you tighten down the lug nuts this locating dowel pin will actually start cracking out the back of the wheel. The way to know if you have a problem with wheels that have been put on wrong, take it off, turn it around and look at the backside of it. You can see there is one pocket is deeper than the other four for this locating dowel. If it has been put in the wrong location you will see where it is hit and physical cracks. While we are talking about the wheels, while the wheel is off clean the inside of it. Get all the grease, road tar, brake dust and everything else off and clean inside. Number one it will balance out better and it will run cooler. Also while the wheel is off take a look at the locating ring, the part of the wheel that centers the wheel onto the hub. You may notice it is corroded up, wire brush it or scotchbrite it clean, put a thin film of grease on there and reattach the wheel.

Next let's talk about Miura's. In all Miura's are about the same for general things to look at. They can also be some of the more dangerous cars because of their serious structural problems that are hidden and you can't see them. You might be looking at or have a problem and not even know it. Forget how pretty and shiny they are and take a look at underside, backside, the inside to where you can see some of these problems. The Miura's, everything I've said so far will also pertain to the Miura dealing with suspension, tires, fuel tanks and everything. There main problem is, is in the spare tire well, this is one area where you can really see these things if they are starting to rust out. You have to take and pull up the spare tire and look down there, if the metal is starting to bubble allot, if you can get the car jacked up look on the bottom side right where the spare tire would be and take a probe, ice pick, whatever, sometimes you can very easily go through all the metal. You have to remember the Miura does not really have a frame, it is a unitized body and if that whole area is rotted or rusted out you may be going down the street someday (this is an exaggeration), the car may bend or break in two. Another problem in the Miura, is the drive gears or the jack gears on the side of the engine, because it is a sidewinder set up, almost all of these gears after years of lack of lubrication from dry starts, go bad. If you can hear allot of gear noise and unnecessary gear whine, especially on the driver's side, you probably have a set of gears down there that are either chipped, worn out or bad. The other thing with the Miura which is a very big danger point is the pedal. All the pedals swing from the bottom, not from the top. What happens with them, I have had more then one customer tell me about this, is the bushings and the shaft that the pedals swing on get full of moisture dirt, dust or whatever, will wear out, rust up and lock up. The excitement comes is when you are driving along and go to put the clutch pedal and because it is on a common shaft the gas pedal goes to the floor. Not a good way to check out your heart rate! That's another point to look for and to look at. What I like to do is take out the plastic bushing, and replace with an oil lite bushing and the gun drill that shaft with cross holes and put in a grezerk at the end of the shaft so periodically you can pump a little grease through there. You do all of that you should never have another problem again. As far as the Miura having a bad reputation of fires. I have come to the conclusion over the years that it's kind of like flying airplanes, it's 99% human error. I have yet to see a really good one ever give a big problem. What I mean by really good one is the valves are in good shape, the engine pistons and rings are in order, the carbs are tuned, it does not sit 66 months

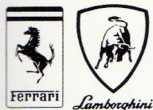
to a year between runs and the ignition is in really good shape. You get the engine in tune and then it will not backfire and go burn baby burn!

Second to last but not least the Countaches. Everything I have said so far with the addition of..... They have problems with their suspension links. They hang down and people really can't see a frame to jack on so they like to jack on these links. Especially on the rear trailing arms or rear suspension. Look underneath your car and see if you can find any kinks in your suspension link, if you do, it's time to replace them. It could be a problem that could break as you are going down the road. I've also seen that same problem in the front suspension. The other problem I always find with Countach is the balance tube for the fuel tanks, it loops around the transmission tunnel and is made out of rubber hose. This hose after a certain amount of time will weep fuel. If you own a Countach, have you ever gone into your garage after it has sat there for a long time and smelled strong fuel odors but can't see any puddles, it's probably that hose. The other thing I've noticed lately is the oil cooler lines, they go from the back of the car to the front of the car through the passengers compartment or under the sill on the right side. These hoses do have a tendency after years of starting to leak anywhere and everywhere. If you see oil coming out of the front of the rockers, by the front opening or the door but underneath and you can't figure it out, you have an oil leak in that line.

Last but not least the V-8 cars, all the Uracco, Sillhouette and Jalpa. These cars really don't have any problematic areas except the suspension shocks or struts on them like to bend. They do have a habit of wearing out the tubes inside, especially the rears. If you are looking at one to buy or won one yourself, take and lift the rubber boot where the top of the shock is and see if you see allot of oil there or if it is moist. If it is, you probably have a bent shaft and or tubes worn out. These can easily be rebuilt. Another area is the waterpump and the whole waterpump valley cover. If your engine seems to be moist with antifreeze and or coolant and you can't really see where it is coming from, that is probably where it is. The top of the engine has to come out, inspected, resealed and regasketed to be fixed. The other thing that the early V-8 had was rubber belts or Gilmore belts driving the cams. Just like the Ferrari 308's, you can only let those things go 10,000 miles and they cannot get soaked with oil, if you do you can lose a belt. If you lose a belt while the engine is running it can cost you some valves and possibly an engine. So inspect this area and make sure you don't have any oil leaks and time is also a killer on these belts.

The only other vehicle I can say a little something about is the LM. The early carbureted LM's did have a problem of hydraulicing and by that I mean a cylinder filling up with gasoline and then you try to start the vehicle it would crack a cylinder wide open and now your looking at an engine major. If you are thinking of buying an LM, find out if it has carburetors, when and how long it's been since they have been serviced or rebuilt. The other thing on the LM is the front suspension. The vehicle has been driven hard off road, the one thing to look for is on the right front side, the steering idler. They are made out of aluminum and have a habit of cracking.

Hopefully that's going to give you some ideas and some places to look for and at with the upkeep and maintenance of your Lamborghini.



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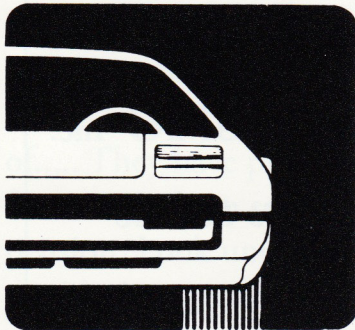


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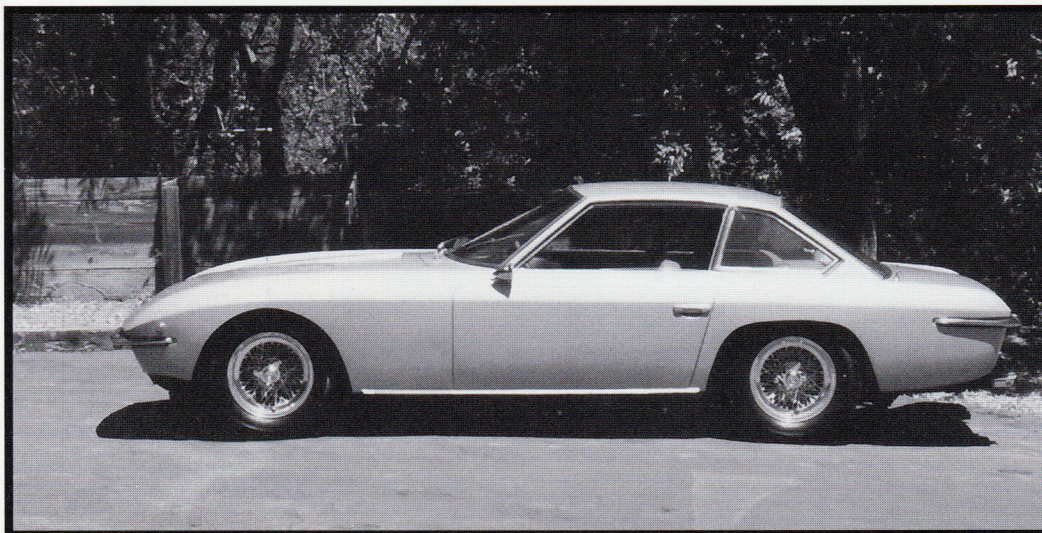
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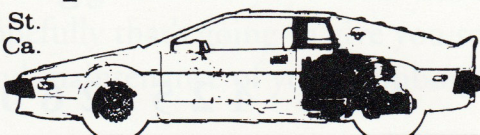
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ENGINE MANAGEMENT ON THE LAMBORGHINI V-12

Dear Jim & Joan,

I would like to follow up on the letter I wrote to the club magazine #44 two years ago describing my intend to apply an engine management system to my Espada II from 1972 and here concentrate on the process of having it all done.

This has now been done with the help of the local distributor, Lance Nist, Pantera Specialists, Santa Ana, of the after-market Electromotive (TEC-1) unit.

Remembering that people have made models of the Lambo engine and used it as a sculpture, the thought of enhancing the real thing to show off the work of art it really is, was too tempting. So while I had most of the surface parts off I had some polished and clear coated, some painted, some powder coated and some gold plated.

It was my goal to apply minimal irreversible changes and after some discussions with Lance on how to approach the project, it turned out that the only major "surgery" was adding the fuel injectors which would require drilling holes in the intake manifold and welding in fittings. The first step was a scary moment. With the manifold in hand Lance asked if this was where I wanted the injectors and 2 minutes after a tentative yes there was a gaping hole. So no turning back.

Since fuel injection has very high demand for dirt free fuel the tanks were taken out and brought to a radiator Shop for cleaning and internal coating. A good thing since one of the tanks were rusted through (the other had been repaired 2 years earlier). This was repaired in spite of a suggestion by one of the employees that find an other tank at a junk yard. Yes I have learned my lesson of not mentioning the word Lamborghini, when having a part made or repaired for my "classic car from the 70's". Since the demand for cooling was expected to increase the radiator was taken out and cleaned too.

The fuel routing turned out to be a challenge. Fuel injection runs on higher fuel pressure than carburetors (about 40 psi vs. less than 10 psi) and is run through filters, a more powerful pump, to the (injector) fuel rails, a pressure regulator and is typically returned to the gas tank at low pressure. With the Espada's two tanks I initially found it too cumbersome to ensure equal fuel return, so the fuel was circulated without return, but with a connection to the tanks on the low pressure side. After some stalling in traffic when hot, a lot of experimentation and some head scratching I had to return the fuel to the tanks. The phenomena was not a true vapor lock and to this day is still a mystery to me. The new fuel routing had the side effect of occasionally making the car appear to run out of fuel in a hurry. This turned out to be caused by a build up of pressure in the tank with the sensor, moving the fuel to the other tank

and was cured by drilling a small hole in the filler caps.

What 25 years ago was a very fast car, can barely match up to today's Trans Am, Nissan 300ZX, Toyota Supra, etc. so I decided to include a nitrous oxide system. This fits well with the engine management system and the reduced functionality of the carburetors (now acting only as throttle bodies) since the TEC-1 unit has an output that can gradually engage the N2O system and since the carburetors had an unused fuel inlet which turns out to be ideally suited for N2O inlets. To protect the engine the N2O is only injected in gaseous form since this is much easier to regulate, than if it is in a liquid state and adds less horsepower. My guess is an honest 20% power increase is achieved.

Since it from the beginning was my intend to have the car smog certified and to have the car sound even better, the exhaust was redesigned to include two 3-way catalytic converters and to merge the true dual exhaust system into one 3" center pipe, separating it again into two 2" pipes, silenced by two stainless steel Borla mufflers.

After all the engineering was done, I was only occasionally satisfied with the result. The car was not always firing on all cylinders, which became painfully obvious during an emission testing I did, to fine-tune the engine. In a closed loop configuration a missing cylinder sends out too rich a mixture in the exhaust, which the oxygen sensor picks up and leans the mixture, which for the cylinders that do fire becomes too lean causing them to miss and so on. So the emission numbers were constantly changing and to make matters worse the unburned fuel was feeding the afterburners (a.k.a. catalytic converters) to the extend, that the whole exhaust system became glowing red, catching a small fire in the undercoating close to the fuel tanks. Needless to say no more emission testing that day.

Other difficulties included a quart/100 mile oil consumption with heavy oil smoke when cold. So it was time to take an honest look at the interior of the engine. This was wise since a leak down test revealed that the best cylinder was much worse than the weakest cylinder on my 200,000 mile Toyota MR2. All of this pointed towards a rebuild of the engine, which again was done by Lance Nist with very good supply of parts and advice by Bill Young at GT Car Parts, AZ.

The engine rebuild revealed a cracked piston crown on #6 cylinder, (much too soft) bronze valve seats hammered to half height on all 24 valves, three slightly pitted cam followers and very dirty combustion chambers. Apart from this the engine was in remarkably good condition.

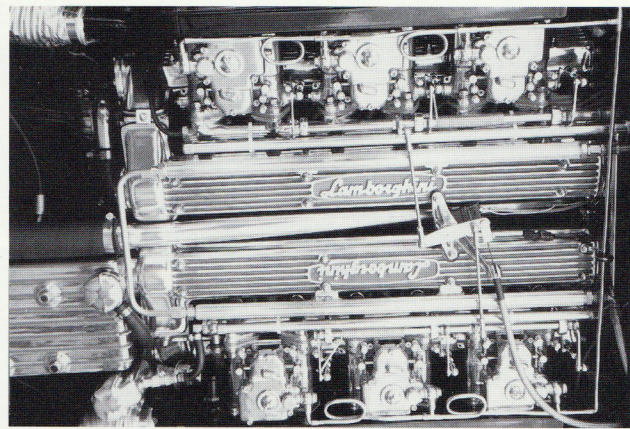
During the rebuild we obviously had to do some more reengineering such as: custom stainless steel valves (\$15 ea.), valve seals added, all pistons machined to accommodate more modern 3-piece oil rings (from Sealed Power Corp., MI), thermal coating and polishing of piston crowns and valve heads, low friction coating of piston skirts and valve stems, unwrapping and thermal coating of inside and outside of original stainless steel headers (the coating was done by High Performance Coatings, UT), use of GoreTex gaskets for low pressure and medium to low temperature applications, balancing of crankshaft, con-rods, pistons, flywheel and clutch, addition of a high performance clutch with longer life, good feel and about 550 ft-lb torque which was readily available through Centerforce in Garden Grove, CA (developed for Al Burtoni, thanks Al), throttle linkage slightly changed to make the initial response less sensitive and lastly a reverse cooling system was designed so the coolant enters at the back of the cylinder heads and exits through the standard thermostat at the front of the block, holes in the top front of the cylinder heads were drilled to evacuate air. The justification from the reverse cooling comes from the fact that the standard engine always is hotter in the back due to the heat of the exhaust when standing still and the cooling air on the front when moving, so with this system the engine has a more uniform temperature, possibly resulting in a more uniform combustion i.e. running smoother and lasting longer.

While we were waiting for some engine parts to be done the suspension was disassembled, powder coated in fancy colors, bushings renewed etc. and reassembled. Also the seats got much needed new leather.

So how does the car run now? Even with the RPM limit set at 5500 RPM and reluctance to use full power until the engine is broken in, I am very impressed with its power, smoothness and sound to the extend that I intend to repeat the success on an other 12 cylinder Lambo and offer it for sale.

In the next article I plan to have some measured performance data.

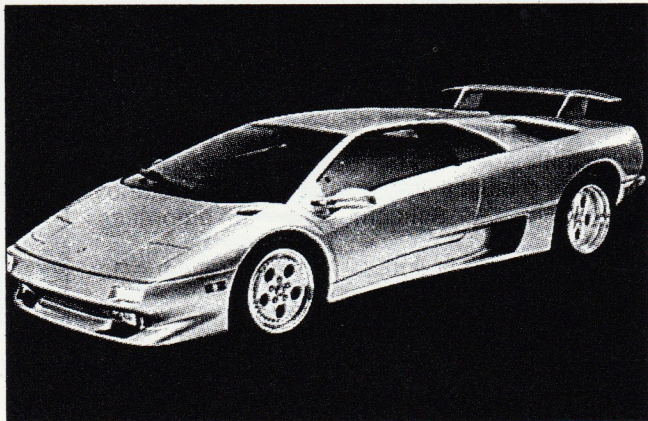
Best regards
Laust Pedersen



P.S. I am enclosing some application forms from Ferrari and Pantera Owners Clubs for racing at Willow Springs (located close to Lancaster in Southern California) at the end of July. I think it would be a good idea to distribute those to club-members who missed out on the planned event in Northern CA. I have tried the event at Willow Springs twice and can highly recommend it..



Armarían Lamborghini en Paraguay



La firma Lamborghini, productora de coches deportivos, podría instalar en Paraguay una planta ensambladora de vehículos de 4 y 6 cilindros, con vistas al Mercosur. La inversión estimada es de unos 20 millones de dólares. Los empresarios realizan contactos en nuestro medio para evaluar perspectivas.

Pág. 11 (1er. cuaderno)

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Pág. 2 (2º cuaderno)

HOY

ASUNCION, PARAGUAY - AÑO XIX - Nº 6.380

VIERNES 25 DE AGOSTO DE 1995 - PRECIO DEL EJEMPLAR: G. 1.500 EDICION DE 88 PAGINAS

Dear Lamborghini Club:

7:15 AM, I'm going to the office when in the newstand, I'm shocked with this new: "WOULD BE ASSEMBLED LAMBORGHINI IN PARAGUAY". WOULD YOU BELIEVE!!!!...

At the newspaper's cover say: "The Lamborghini firm, sport cars manufacturer, could mont in Paraguay a assembler plant of 4 and 6 cilindres vehicles, in view of MERCOSUR (commercial accord between Argentina, Brasil, Uruguay and Paraguay, similar to NAFTA in Northamerica..). The estimated investment is US \$20 millions". In the article speaks Jorge Fernandez, Lamborghini Latinoamerica representing (from Mexico), who explains "thepurpose of assemble Lamborghinis and export them, mainly to Argentina and Braxil..".

Besides, he talks about complementary projects: manufacture of COSMETICS (??), TOBACCO, BEER, ELECTRIC HOME PRODUCTS, etc., and a PROCAR SERIE with pilots from Mexico, Brasil, Colombia, Argentina and others.

Sadly, my english language is so bad that I can't give to you a total translation of the article.. At first, I was enthusiastic with the idea, but passed the initial shock, I had the feeling that this could be a loss on the Company's image of exlusivity. In the hope this news will be interesting to you, I send my best regards.

Sincerily yours, Jorge Antoio Fretes Grillion, Paraguay, SouthAmerica

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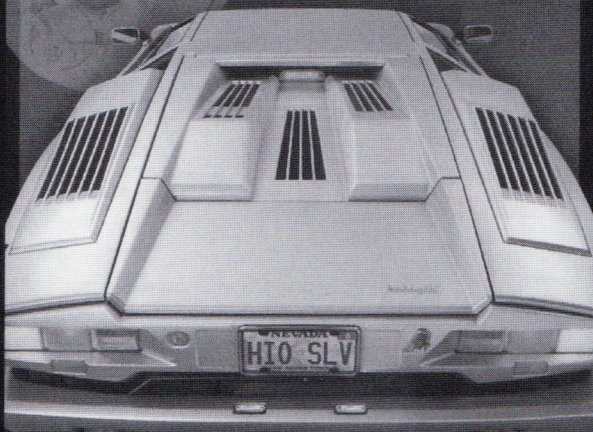
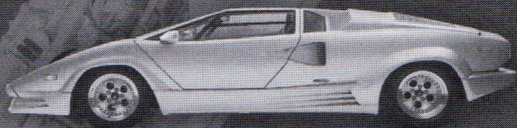
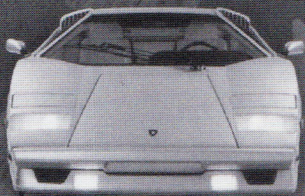
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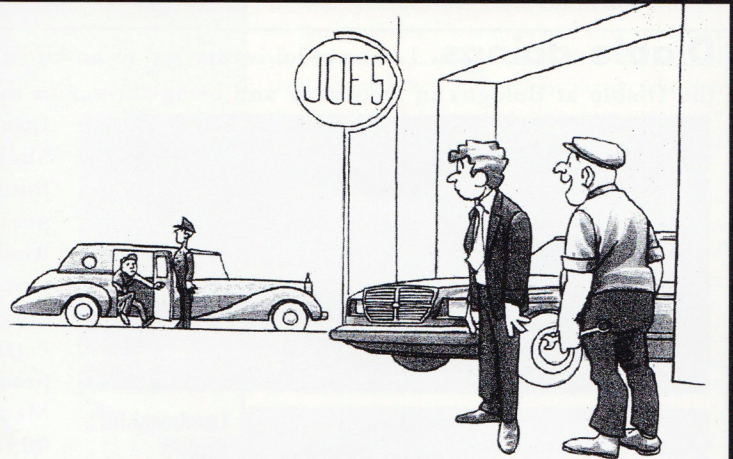
As Joan & I were crossing the San Francisco Bay Bridge, we passed this great van - Le Roy Koop owner of custom car carriage would love to trailer your Lambo, should you ever require his services

RENO NEVADA



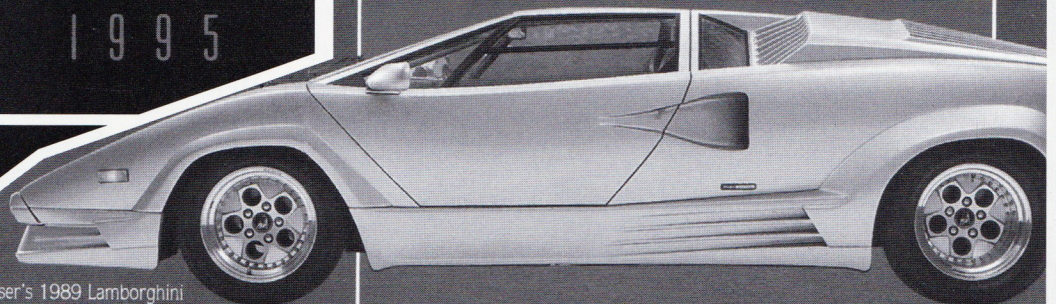
JULY 6 - 9, 1995

MISC. MISC.



"Ah! Here comes your Lamborghini mechanic now!"

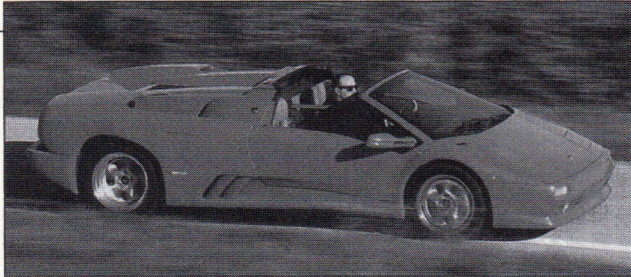
The sports cars and all that jazz event is given every year in Reno during the month of July. Bill & Bev overhauser's anniversary countach was honored as the best of show. This is a great event that some of our members have enjoyed, and in 1996 we hope to see more Lamborghinis at the concourse.



Bill Overhauser's 1989 Lamborghini Countach, winner of last year's Sports Cars & All That Jazz "Best of Show" Award.



Diablo doings. Lamborghini is expected to unveil its roadster version of the Diablo at Bologna in December and bring the car to the North American



Lamborghini's Diablo Roadster VT debuts in Italy this month, and comes to the United States in June.

International Auto Show in Detroit next January. Lamborghini president Michael Kimberly says the roadster, which has a removable hard top like Ferrari's F50, goes into production this month. Meanwhile, the LM 003, successor to the LM 002 SUV, scheduled to go into production within the next three years, has been put on hold so Pininfarina can take a crack at a new exterior design.

Overall, you might say the 49ers were happy for Deion and his \$12 million bonus, but by yesterday many of them were ready to suggest to Deion where he might deposit the cash.

They respect his right to go for the dough, to provide security for his family. Indeed, the Sanders family is now guaranteed a longer run of financial security than the Hapsburgs. Deion XII will be driving a Lamborghini Moonmobile.

But the 49ers don't want to hear about it, OK?

The article appeared in the morning news paper after Dion did not resign with the 49ers. We would like to know if Dion got a deal on his Lambo.

Been Monday All Week

HAVING just dropped out of the mayor's race because she couldn't win, Angela Alioto appeared on Ch.2 yesterday morn to tell Ross McGowan she'll run for the State Assembly "and I'm gonna win, Ross. I wouldn't get into a race I couldn't win!" Hello? Anybody home in that Lamborghini? We have written about Angela's Lamborghini in the past, but she just did not have the horsepower to beat our newly elected mayor Willie Brown, a Ferrari, Porche and Jag owner, - Perhaps Mayor Brown should move up to a quality car like Lamborghini. After all S.F. is the quality city...

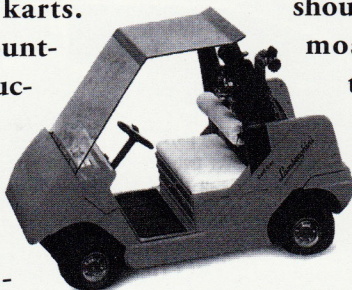


International Intrigue II, Mad Dictator Dept.

And now a parenting tutorial from Saddam Hussein. The Iraqi strongman recently disciplined his unruly son Uday, who's prone to shooting people who upset him, by personally touching a bonfire of dozens of Uday's prized cars, Ferraris and Lamborghinis among them. What parent doesn't have a story like that to tell? Next time, Saddam, just send the kid to bed without his supper, or his Uzi, and stick to burning oil fields.

Driving the fairway

Following in the tracks of those golfing legends Harley-Davidson and Yamaha, Lamborghini have now moved into the business of manufacturing golf karts. Powered by a midmounted 5.7-litre V12 producing 520bhp, this incredible vehicle will reach 205mph - oops, wrong car. Powered by a mid-mounted 3.4bhp electric



motor the Golf Car, as it is imaginatively named, will top 15mph and has a range of about 30 miles on a level golf course, which should be enough for the most errant drives off the tee. Priced at 175,000 - damn, round car again. Priced at 4,940 it should provide the ideal transport to the 18th hole.

Diablo gets ABS. The Diablo will be the first car in Lamborghini history to have ABS. Kelsey-Hayes, which supplies ABS systems to GM, Ford, Chrysler, Isuzu, Mazda, Nissan, Lotus and Kia, is adding Lamborghini to that list. The company will produce an advanced antilock brake system in Heerlin, Holland, and supply it to Lambo for the Diablo beginning in the 1997 calendar year.

A Visit to Automobili Lamborghini



While planning a family trip to England, I decided to include a visit to the Lamborghini factory. Speaking with Lucia Ghelfi who arranges all factory visits, I was informed that visits take place on Fridays and generally last one hour. I then phoned the Lamborghini Family Museum in Dosso, and Tonino Lamborghini graciously agreed to host us late in the afternoon of October 6.

Prior to leaving for London, I phoned Lucia to confirm. I was pleasantly surprised to learn that Peter Leonard-Morgan, Sales Director of Lamborghini in Europe would be there to meet us. He had seen my name on the upcoming visitor list. I hadn't seen, nor heard of Peter in over 5 years, when he worked at Portman Lamborghini in London. At that time, he sold me a red 1985 Countach Quattrovalvole in European carbureted specification. I phoned Peter and we reminisced and caught up on the latest. I reminded him of the time when he was stopped for speeding at an unmentionable triple digit speed in my car on Her Majesty's highway! Fortunately, jail was avoided due to the interest and good nature of the officers concerned.

Arriving at the factory in the early afternoon of a very warm and sunny October 6, Peter graciously received Margaret, Sterling and I. I have to say that we received the special "dyed-in-the-wool" Lamborghini enthusiasts tour. Margaret was responsible for video and camera. We shot great footage, but were asked not to video or photograph the product development area. Here we witnessed the Diablo Targa in bare metal completed form. It is exactly what the name suggests: the roof lifts off. The air intakes are modified in the rear flanks. We saw many Diablo SE 30's mostly completed, some in outrageous Jota specification. In the Dyno and Bench Test room I witnessed a Jota engine turning 600 BHP! Officially it is 590 BHP for Europe.

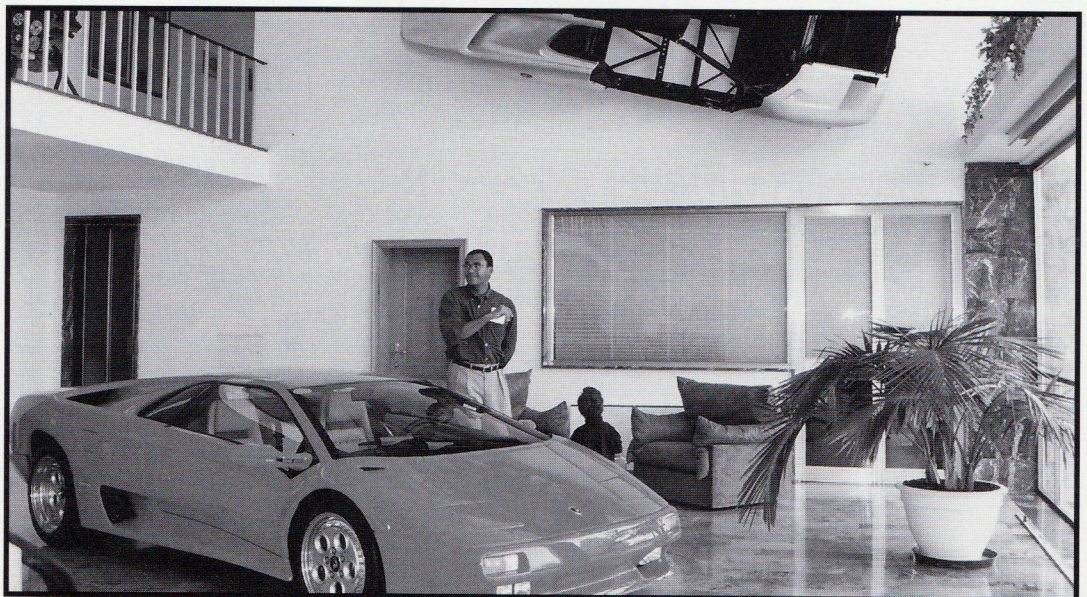
We saw Diablo SE #001 bound for England. (European spec., not #'s 1-25 that came to the U.S.) The distinction is the open racing style fuel filler caps, etc. It was retained by the factory as a special award to the U.K. dealer. Diablo SE #150 was bound for The United Arab Emirates, and by now in Jota specification. I was surprised by the colors for the SE; olive green, burgundy, lots of yellow and silver. I was more surprised at where you and I might be passed by a flying SE 30: Moscow (big market now), Turkey, Greece and Brazil.

The restoration department was pure joy! An Espada literally coming back to life and Keke Rosberg's pearl car having its front spoiler painted for the umpteenth time. Also, one or two SE 30's from Switzerland and Germany for some Jota treatment. The exhaust system on these Jota cars is completely open. Two of them left on test runs and they sounded awesome!

We were introduced to many people, all of whom were very friendly and stopped to chat with us. The factory owns a small collection of cars; a silver Anniversary, a red Miura S, and others that they have retained in excellent condition. Also, the lobby now sports a bare metal SE 30 chassis hanging like a "piece of art." All of the tires and parts were very neatly organized and in place. I saw approx. 20 sets of Scorpion Pirelli tires for the LM002, etc. (I was told that in the U.S. they didn't exist). I also saw a few sets of 345 series P7 originals for 1978-88 1/2 Countach owners, who don't want to go up to P-Zero's. I think that when those are gone, that's it! As I understand, Pirelli is not interested in molding anymore 345/P7's.

After a very interesting 3 hour tour, Peter surprised Sterling and I by taking us out in a red Diablo V7- With Sterling on lap and strapped in tight, we left the gated factory for the Italian road. This man knows how to drive.... The roads in Sant' Agata are narrow, so overtaking has to be, shall we say precise? Acceleration is simply brutal and those mighty Brembo brakes stop the car hard enough to make your eyes water. He approached the famous left-right chicane about a mile down via Modena at approx. 120mph. I feared he had forgotten to brake! He simply changed down to get through it at approx. 80mph. and then accelerated hard out of the corner. "Wow", as Sterling so honestly put it.

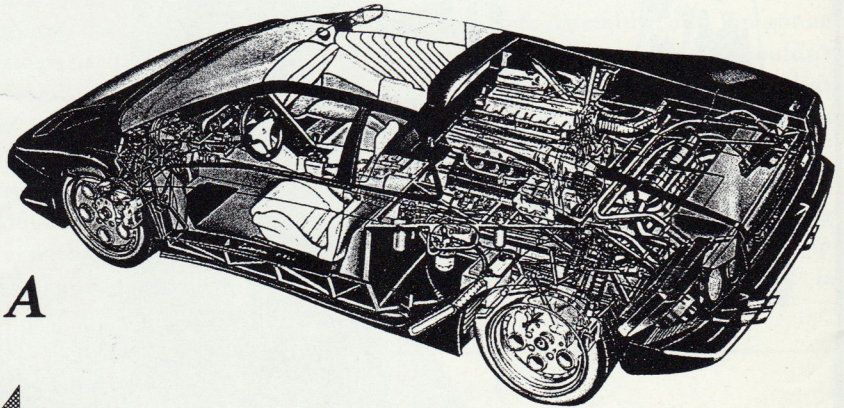
Our day had truly been exciting. Peter gave us an Alcantara bound 1994 Lamborghini Yearbook, which will be treasured. Unfortunately, time was too limited to visit the museum, so we decided to save that for our next visit. By the time our Alfa Romeo taxi (driven by Mario Andretti...) dropped us back at the Grand Hotel in Cento we were ready to reminisce already. One can truly appreciate these hand built cars after visiting with the artists who roll out a single masterpiece per day.





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 - 1967 Ferrari 275 GTB/4 Berlinetta, nice example, #10103, \$295,000
 - 1968 Ford GT40 Gulf Team Car, Le Mans etc., #1076, \$1,700,000

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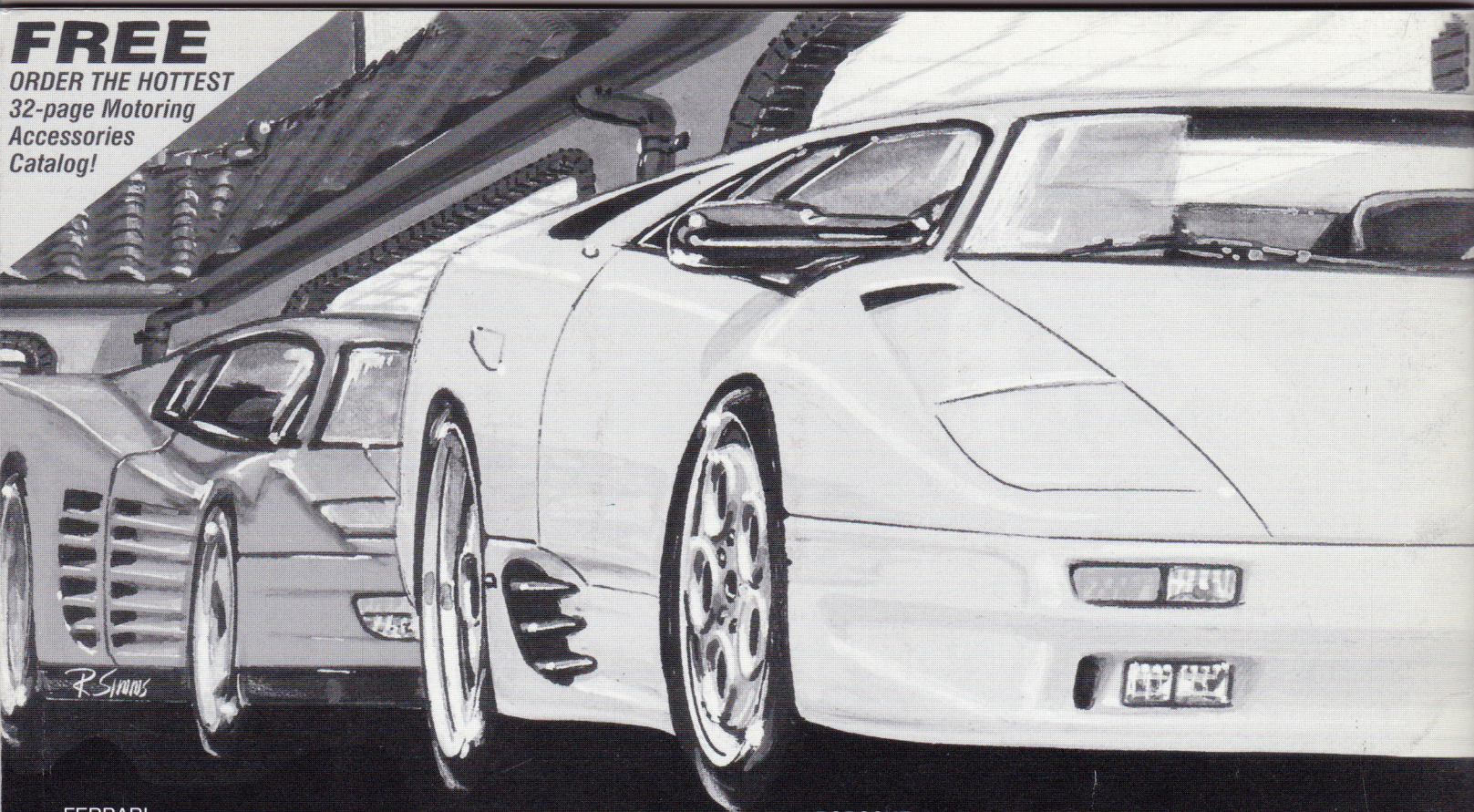
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FERRARI

1995	F355, Spider, Yellow/Black, 2,226 mi.	IN STOCK
1995	F-355, Spider Yellow/Tan, 79 mi.	IN STOCK
1995	F-355 TB, Red/Tan, 1,600 mi.	\$117,500
1992	F-40, Red/Red, 4,900 mi.	\$259,500
1992	512 TR, Red/Tan, 1,136 mi.	\$134,500
1991	Testarossa, Red/Tan, 2,800 mi.	\$104,500
1990	Testarossa, Yellow/Tan, 13,700 mi.	\$89,500
1988	Testarossa, Black/Tan, 5,150 mi.	\$84,500
1988	Testarossa, Red/Tan, 4,900 mi.	\$84,500
1994	348 Spider, Red/Tan, 3,500 mi.	\$86,500
1993	348 TB, IMSA Super Car	\$150,000
1992	348 TS, Red/Tan, 7,500 mi.	\$76,500
1991	348 TS, Red/Tan, 6,200 mi.	\$72,500
1989	328 GTB, Red/Tan, 7,800 mi.	\$62,500
1989	328 GTS, Red/Tan, 4,400 mi.	\$62,500
1986	328 GTS, Blu chiaro/Cream 22,000 mi.	\$49,500
1983	308 GTS, Red/Tan, 13,100 mi.	\$44,500
1982	308 GTB, Red/Black 24,800 mi.	\$38,500
1977	308 GTB, Silver/Red, 26,000 mmi.	\$29,500
1989	Mondial Cab, Red/Tan, 1,400 mi.	\$66,500
1987	Mondial CCoupe, REd/Tan, 15,000 mi.	\$42,500

Lamborghini

1996	Diablo VT, Roadster	Takinng orders
1995	Diablo VT, Red/Tan, delivery miles	IN STOCK
1994	Diablo 30th Anniv./LAST U.S. CAR!	IN STOCK
1994	Diablo VT, Black/Tan, delivery miles	IN STOCK
1994	Diablo VT, Black/Black, 800 mi.	\$179,500
1991	Diablo, Black/Black, 3,300 mi.	\$134,500
1991	Diablo, Yellow/Black, 5,200 mi.	\$134,500
1989	Countach, 25th Anniv., Red/Tan, 3,000 mi.	\$119,500
1987	Counntach, Black/Red, 7,000 mi.	\$89,500
1986	Countach, Black/Black 2,800 mi.	\$89,500
1986	Countach, White/White, 12,000 mi.	89,500
1986	Jalpa, Red/Tan, 14,400 mi.	\$37,500
1990	LM-002, Red/Tan, 3,700 mi.	\$94,500

MERCEDES

1995	500 SL, Black/Black, 1,234 mi.	\$81,500
1991	500 SL, Smoke/Cream, 29,000 mi.	\$59,500
1990	300 SL, Black/Black, 28,000 mi.	\$48,500
1993	600 SSEL, Black/Parchment, 31,000 mi.	\$74,500
1994	500E, Silver/Black, 9,000 mi.	\$66,500
1987	560 SL, White/Cream, 43,000 mi.	\$33,500
1992	400 E, Smoke Silver/Parchment, 52,000 mi	\$29,500

PORSCHE

1996	911 Twin Turbo, Arena Red/Gray	INCOMING
1996	911 Twin Turbo, Black/Black, 1,600 mi.	LUX TX PD
1995	993 Cab, Black/Tan, 1,600 mi.	\$69,500
1995	993 Cab, Red/Tan, 4,800 mi.	\$69,500
1995	993 Coupe, Red/Tan, 1,600 mi.	\$62,500
1995	993 Coupe, Black/Greay, 7,500 mi.	\$59,500
1994	928 GTS, Black/Cashmere, 17,600 mi.	\$59,500
1991	C-2 Turbo, Red/Tan, 15,000 mi.	\$59,500
1991	C-2 Targa, Red/Black, 21,000 mi.	\$39,500
1991	C-2 Coupe, Tiptr., Black/Black, 26,500 mi.	\$38,500
1990	C-4 Coupe, White/Cashmere, 21,700 mi.	\$38,500
1988	911 Coupe, Silber/Burgundy, 29,000 mi.	\$29,500
1987	911 Turbo, Red/Black, 29,000 mi.	\$37,500

OTHER

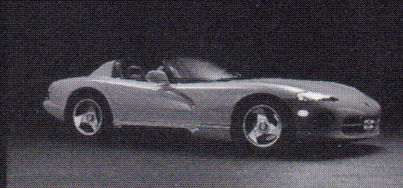
1993	Acura NSX, Black/Black, 6,000 mi.	\$54,500
1991	Acura NSX, Auto, Red/Black, 12,500 mi.	\$47,500
1994	Lotus Esprit S4, Red/Tan, 2,600 mi.	\$49,500
1994	Lotus Esprit S4, Silk Red/Gray, 2,600 mi.	\$49,500
1993	Lotus Esprit SE, White/Tan, 8,000 mi.	\$42,500
1991	Lotus Esprit, Black/Black, 6,500 mi.	\$39,000
1994	Dodge Viper, Green/Tan, 1,000 mi.	\$51,500
1992	Dodge Viper, Red/Gray, 1,300 mi.	\$56,500
1995	BMW M3, Yellow/Black, 2,000 mi.	\$35,500
1994	BMW 325ic Cvt, White/Tan, 27,000 mi.	\$34,500
1990	Jaguar XJS Cvt, B.R.G./Tan, 31,000 mi.	\$26,500
1993	Typhoon, Black/Black, 27,000 mi.	\$24,500



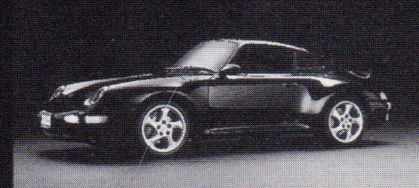
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