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Lamborghini opens Richmond boutique

Italian automaker targets new customers on Lulu Island

by Matthew Hoekstra

Staff Reporter

A luxury automaker sees Richmond as a growing market for its high-end products, the CEO of Lamborghini said this week.

On Saturday, the Italian brand opened a high-end clothing boutique at Aberdeen Centre, across the river from its seven-year-old Vancouver dealership.

"As Aberdeen Centre is in a different part of town than the vehicle dealership, it will help reach customers who are interested in Lamborghini but might not want to spend the time or effort to go downtown," Stephan Winkelmann told The Richmond Review.

"The dealership and boutique locations are mutu-



Lamborghini chief executive officer Stephan Winkelmann at the Italian automaker's new clothing boutique in Aberdeen Centre.

ally beneficial, and an opportunity to show the wide range of vehicles and merchandise available to enthusiasts."