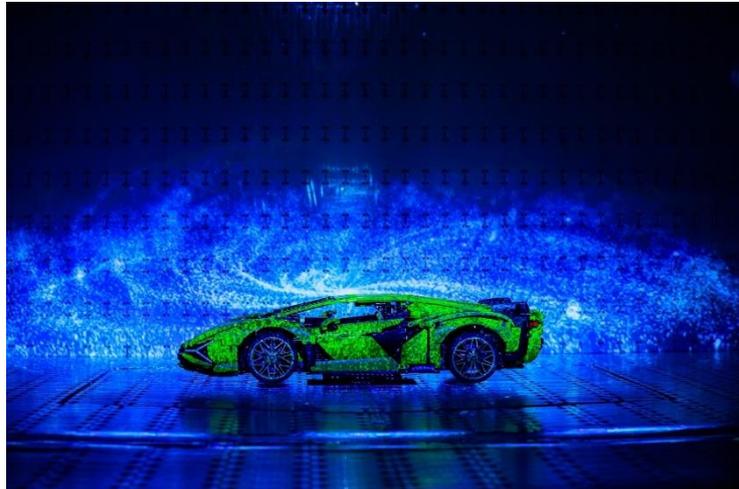




INTRODUCING THE LATEST LEGO® THUNDERBOLT: THE LEGO® TECHNIC™ LAMBORGHINI SIÁN FKP 37 UNVEILED IN MINIATURISED SUPERCAR LAUNCH



Today, the LEGO Group and Automobili Lamborghini unveiled the eagerly awaited LEGO® Technic™ Lamborghini Sián FKP 37 in true style. [The showstopping reveal](#) featured all the suspense, emotion and excitement of a supercar launch event – but was miniature in scale and powered entirely by LEGO Technic elements.

The star of the show, 1:8 scale LEGO Technic Lamborghini Sián FKP 37 embodies the unrivalled power, visionary design and futuristic elegance of the limited-edition Italian super sports car. First presented at Frankfurt Motor Show in September 2019, only 63 of the full-sized Lamborghini Sián FKP 37 models are being produced, making this 3,696-piece replica the ultimate collector's item for luxury car lovers and LEGO fans looking for their next building challenge.

Boasting a vivid lime-green colour and elegant golden rims, the model measures over 5" (13cm) high, 23" (60cm) long and 9" (25cm) wide. This one-of-a-kind model is the ultimate addition to any LEGO collection.

The LEGO Technic Lamborghini Sián FKP 37 will be available directly from LEGO stores* and www.LEGO.com/Technic-Lamborghini-Sian from June 1st, then in many retailers globally from August 1, 2020.

A showstopping reveal

In a feat of engineering excellence, the stunning LEGO Technic Lamborghini Sián FKP 37 made an explosive entrance worthy of any true super sports car – in the LEGO Group's first 1:8 scale launch.

From the elegance of the setting and futuristic lighting, to the energy-charged reveal of the car's unmistakable silhouette, the experience was crafted entirely from LEGO Technic pieces, showing that with LEGO Technic, you can build whatever you can imagine.



The unveil was shown globally to give luxury car fans and LEGO lovers the chance to experience the magic and emotion of a real super sports car launch. The video of the reveal and the making of story can be viewed [here](#).

A design ahead of its time

The LEGO Technic Lamborghini Sián FKP 37 embodies the unmistakable power and stunning looks of the Lamborghini Sián both in design and style. The super sports car's futuristic features are recreated in elaborate and authentic detail, bringing proud owners closer to the real model than they could ever imagine. These immersive touches include a replica of the Lamborghini Sián's incomparable V12 engine, a rear spoiler that pops up like the real thing, front and rear suspension, and steering powered by a wheel adorned with the Automobili Lamborghini emblem.

In true Lamborghini style, the model also boasts scissor doors which open to reveal the perfectly recreated cockpit. Inside, the car's luxurious interior has been intricately recreated with a fully-functioning 8-speed sequential gearbox triggered by a movable paddle gearshift.

Speaking about the visionary design, **Niels. B. Christiansen, LEGO Group CEO**, said: "This new model truly encapsulates the pursuit of excellence embedded in the DNA of both Automobili Lamborghini and the LEGO Group. Both the 1:8 model and the reveal itself are feats of engineering innovation, pulled off by incredibly talented teams from across our two businesses. The LEGO Technic Lamborghini Sián FKP 37 is a true testament that with LEGO® Technic, you can build anything your heart desires. I can't wait to build this authentic replica of this futuristic super sports car for real."

"The LEGO brick is an icon in the same way as a Lamborghini super sports car," said **Stefano Domenicali, CEO and Chairman of Automobili Lamborghini**. "They both embody the pursuit of design perfection through constant research and development, create different emotions with every interaction, and are valued by generations. Each Lamborghini super sports car can be unique thanks to our Ad Personam personalization program and the specific driving style of each owner, just as LEGO bricks provide builders of all ages with endless possibilities for creation. This outstanding replica of the Lamborghini Sián FKP 37 from the LEGO Group presents a brilliant new building experience for both super sports car fans and LEGO enthusiasts and Lamborghini is privileged to share in this opportunity with the LEGO Group."

To make the building experience as thrilling and immersive as a spin behind the wheel of the real car, proud owners can also pop open the front hood to discover a stylish Lamborghini overnight bag and a unique serial number that unlocks special content at www.LEGO.com/lamborghini-sian.

An exclusive series of 13 videocasts featuring Automobili Lamborghini and LEGO experts can also be accessed through QR codes in two 'coffee-table' style collectors' booklets that accompany the model. As fans work through the comprehensive building instructions, these videocasts delve deep into the inspiration behind different stages of the design. However, it is not just the building experience that is totally unique: the LEGO Technic Lamborghini Sián FKP 37 comes shrouded in a unique box inspired by the iconic lines, signature headlight silhouette and eye-catching colour of the original Lamborghini Sián.



-Ends-

NOTES TO EDITORS

LEGO® Technic Lamborghini Sián FKP 37 (42115)

- Age 18+
- 3,696 pieces
- €/\$ 379.99, £349.99

*Select LEGO® Stores are re-opening. We are complying with local regulations and providing guidelines to keep our visitors and team members safe and healthy in store. Please visit <https://www.lego.com/stores> for the latest information or call the store before you visit.

For imagery and videos, please visit: www.lego.com/campaigns/lamborghini-sian/media

Watch the full video at <https://youtu.be/RznsFCdJnuk> and visit www.LEGO.com/Technic-Lamborghini-Sian for more information

For more information, please contact: media@LEGO.com

More information about the reveal

The LEGO Group and Automobili Lamborghini worked closely with experts from TeamLab and a group of LEGO builders in China to deliver this exceptional experience. All teams adhered to all local government and health authority guidance in relation to COVID-19 to ensure the safety of everyone involved in the project.

About Automobili Lamborghini

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northern Italy. Lamborghini currently produces two super sports car models, the V12-powered Aventador, launched in 2011, and the V10-powered Huracán, launched in 2014, along with the Urus Super SUV powered by a twin-turbo V8 engine, launched in 2017. With 165 dealerships throughout the world, the company has seen global sales growth for the last nine consecutive years, with 8,205 cars delivered in 2019. Over half a century Automobili Lamborghini created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, as well as limited editions such as the Reventón, Sesto Elemento, Veneno and the Centenario. With the Lamborghini Sián FKP 37 unveiled in 2019, a few-off build of only 63 units, the company delivers unique new hybrid technologies, featuring the world-first application of a supercapacitor for hybridization, new materials technology, and unsurpassed Lamborghini performance.

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About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine. The LEGO Group was founded in Billund, Denmark in 1932 by Ole Kirk Kristiansen, its name derived from the two Danish words Leg Godt, which mean "Play Well". Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 130 countries worldwide.

For more information, please contact media@LEGO.com

Or visit: www.LEGO.com