



DIGITAL TRANSFORMS PHYSICAL



**RIDISEGNARE LE CATENE DEL VALORE NELLA  
NUOVA ERA DEL MANUFACTURING**

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# SPEAKER

## Ridisegnare le Catene del Valore nella nuova Era del Manufacturing

- **Maurizio Reggiani** – Vice President Motorsport, Automobili Lamborghini
- **Paolo Delnevo** - Vice President Southern Europe & General Manager Italy, PTC
- **Moderatore: Simone Cerroni** – Giornalista e conduttore televisivo, Class CNBC – Italia 4.0



## Automobili Lamborghini S.p.A.

Aventador SVJ Roadster: Fuel consumption combined: 18.0 l/100km ; CO<sub>2</sub>-emissions combined: 448 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km ; CO<sub>2</sub>-emissions combined: 325 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO<sub>2</sub>-emissions combined: 338 g/km (WLTP)



# The foundation



Automobili Lamborghini was founded in 1963 by Ferruccio Lamborghini

Ferruccio Lamborghini had a vision:  
the ultimate production sports car.

Nothing in the world matched that vision.  
So he went and built it himself.



# The creation of Lamborghini Brand

A Brand shaped on iconic models



**MIURA**

The redefinition of the sportscar concept



**ESPADA**

The first GT2+2



**COUNTACH**

A new design vision



**LM002**

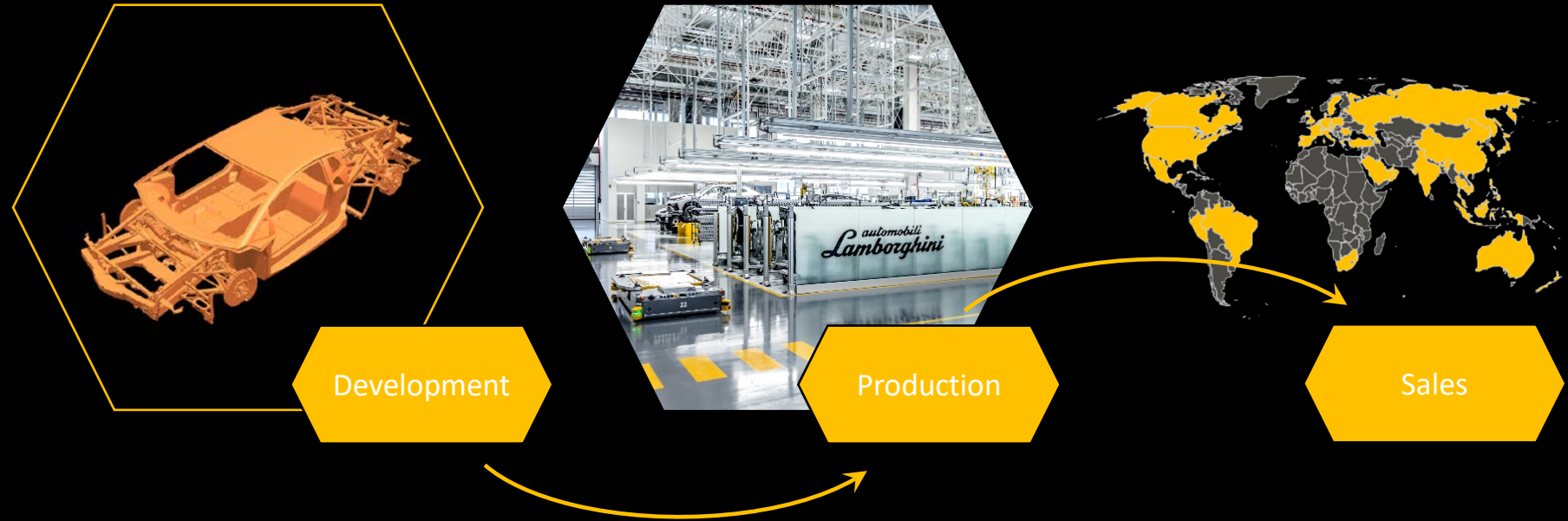
The first Super SUV in history

1963-1990

Iconic models pioneering new segment

# Lamborghini today

A solid company covering the full automotive value chain

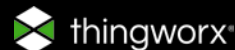


# Sales Results

Consistent growth driven mainly by the success of new models



Augmented Reality support the geometrical / hergonomical review of industrial equipment



Enterprise IoT Platform for integrating the business application to the field



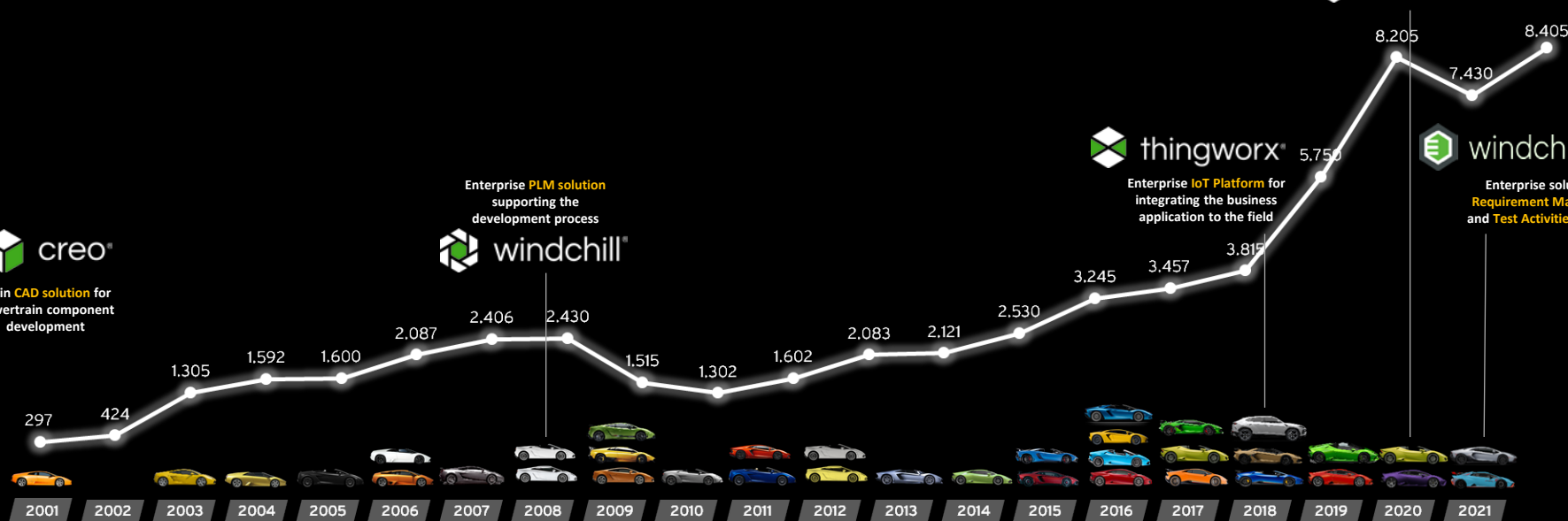
Enterprise solution for Requirement Management and Test Activities definition



Enterprise PLM solution supporting the development process



Main CAD solution for Powertrain component development



**GALLARDO  
II MODEL**

**AVENTADOR**

**HURACÁN**

**URUS  
III MODEL**

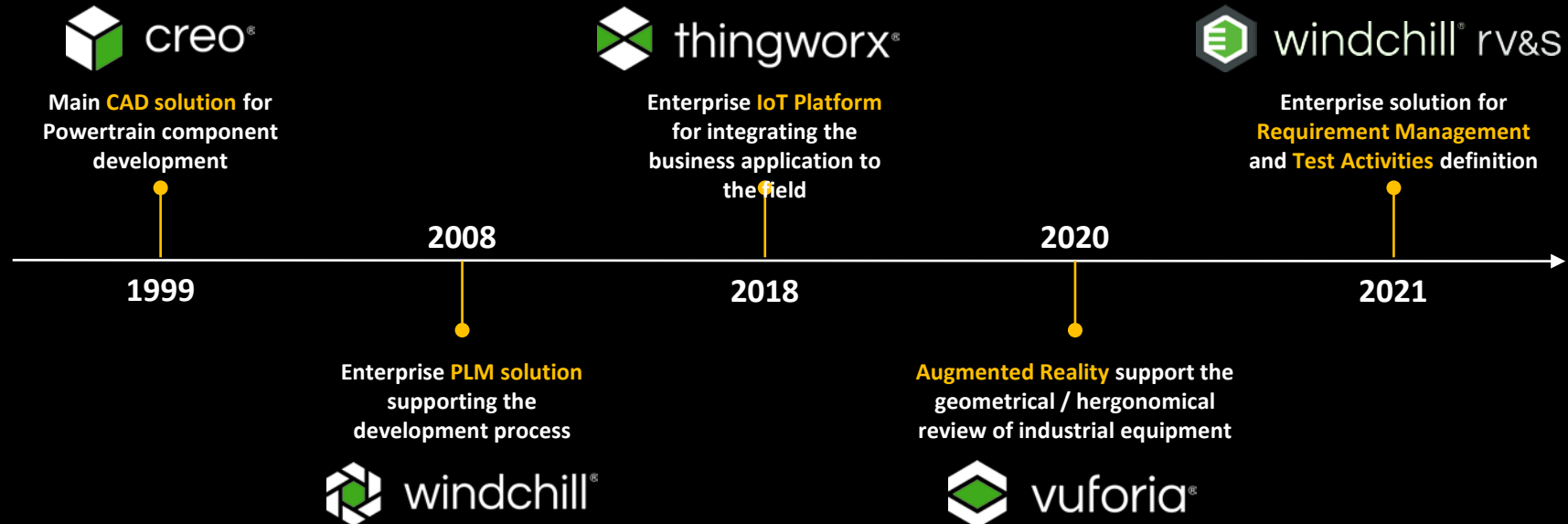
Aventador S Coupe/Roaster: Fuel consumption combined: 19.2 l/100 km; CO<sub>2</sub>-emissions combined: 460 g/km (WLTP); Aventador SVJ Coupe/Roaster: Fuel consumption combined: 18.0 l/100 km; CO<sub>2</sub>-emissions combined: 448 g/km (WLTP); Huracán EVO: Fuel consumption combined: 13.7 l/100km ; CO<sub>2</sub>-emissions combined: 332 g/km (WLTP); Huracán EVO Spyder: Fuel consumption combined: 14.2 l/100km ; CO<sub>2</sub>-emissions combined: 338 g/km (WLTP); Huracán EVO RWD: Fuel consumption combined: 13.8 l/100km ; CO<sub>2</sub>-emissions combined: 330 g/km (WLTP); Huracán EVO RWD Spyder: Fuel consumption combined: 13.9 l/100km ; CO<sub>2</sub>-emissions combined: 335 g/km (WLTP); Huracán STO: Fuel consumption combined: 13.9 l/100km ; CO<sub>2</sub>-emissions combined: 331 g/km (WLTP); Urus: Fuel consumption combined: 12.7 l/100 km; CO<sub>2</sub>-emissions combined: 325 g/km (WLTP); Other models depicted are not available for sale.

# Lamborghini & PTC | A Long-Term Collaboration

## Tool Adoption Timeline



Lamborghini has **progressively extended** the use of PTC products in order to address the business requirements of the company. PTC solutions are currently supporting **core enterprise processes** in both **engineering and industrial areas** with a population of **ca. 700 active users**.







# HOW DIGITAL TRANSFORMS PHYSICAL

DIGITAL  
**Defines**  
PHYSICAL



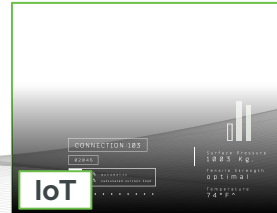
DIGITAL  
**Controls**  
PHYSICAL



DIGITAL  
**Manages**  
PHYSICAL



DIGITAL  
**Connects**  
PHYSICAL



DIGITAL  
**Augments**  
PHYSICAL



DIGITAL  
**Sustains**  
PHYSICAL

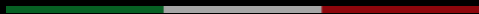


DIGITAL THREAD



«If we want  
things to stay as they are,  
things will have to change»

Giuseppe Tomasi di Lampedusa

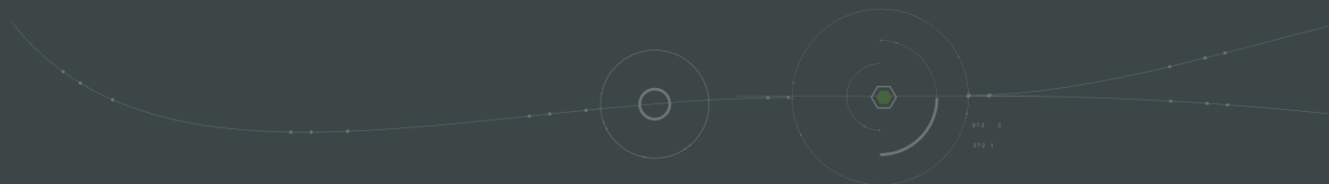




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# THANK YOU

[ptc.com](https://ptc.com)





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