

Lamborghini to Roar Into Russia

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Lamborghinis, long only open to Russian buyers who import them, will now be sold in a Moscow retail location. **Alexander Gubsky**

Though Lamborghinis have long sped along Moscow streets with wealthy owners at the helm, buyers have had to shop abroad in order to acquire the rocket-like Italian automobile known for both for its high price and agility.

This is now changing, as the auto-maker has announced it has decided to commit to the Russian market by opening a retail outlet in the capital in partnership with Burevestnik Group, a luxury automobile and yacht retailer, luxury and performance car website Motor Authority said.

Burevestnik Group hosted a kickoff event at the Collector Gallery of Moscow, attended by Lamborghini CEO Stephan Winkelmann, current Lamborghini owners, Russian celebrities, sports stars and politicians.

The new Lamborghini LP700-4 Aventador was introduced at the reception and a fashion show featuring items from the brand's clothing and accessory line was also held.

The Crocus center will house sales operations while a new showroom is being built by Burevestnik Group. The new dealership will house sales, service and retail accessories.

Formed in 2007, Burevestnik Group comprises the country's biggest yacht club, also called Burevestnik, a design bureau, the Yachting magazine and the Aston Martin dealership.

Co-owners Andrei Boiko and Andrei Lomakin were arrested on smuggling charges with seven other suspects in September 2009, but were released after they were vouched for by high-level connections. They were accused of evading at least 11.5 million rubles (\$390,000) in taxes and customs duties on four yachts that they imported into Russia. The case faded from the public eye and no convictions or penalties have been announced.

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