



Automobile

AUTOMOBILE MAGAZINE HELPS BUILD THE FIRST LAMBORGHINI GALLARDO LP560-4

- Print and Online Feature Offers First-Hand Look at the Making of a New Generation of Lamborghinis -

Ann Arbor, Mich. (March 31, 2008)-- AUTOMOBILE Magazine, America's leading automotive lifestyle publication (www.automobilemag.com), offers up a different kind of feature story in its May 2008 issue and on its website. Where most automotive publications drive and write about [new cars](#), AUTOMOBILE helps to actually build one. "Bull in a Lambo Shop" follows AUTOMOBILE writer Jason Cammisa as he helps manufacture the first-ever Lamborghini Gallardo LP560-4.

"We are known to car enthusiasts as the editors who drive interesting cars to interesting places. In the May issue, we actually help to build an interesting car," said Jean Jennings, editor-in-chief of AUTOMOBILE Magazine. "That's a new one for us. Jason Cammisa is the perfect editor for this job. Both his evocative story in the magazine and his lively online video series give the reader or viewer a real sense of the emotion that goes into making these gorgeous, handcrafted machines."

At the Lamborghini production facility in Sant'Agata, Italy, Cammisa follows the first [2009 Lamborghini Gallardo LP560-4](#) through the twenty different stations of the production line, where German efficiency meets Italian style. While assisting the Italian build team, Cammisa also observes the changes from older Lamborghini models, noting that the new Gallardo is faster, lighter, and produces less carbon dioxide due to whole-scale changes made by the Lamborghini team.

"Lamborghini was unbelievably generous and more than a little brave in allowing us to take part in the build process," said Cammisa, AUTOMOBILE's West Coast editor. "The whole experience, from the people who build the cars to the folks in the cafeteria, was really a once-in-a-lifetime event. And we're happy to say the car we helped build passed inspections with flying colors."

The four-part video of Cammisa's visit to the Sant'Agata plant, "Build-a-Bull," chronicles the making of the car itself by the 328-member factory team and discussions between Cammisa and the manufacturer. All four video clips are available online at the [car videos](#) section of the website and can be accessed through the following links:

Part 1

[2009 Lamborghini Gallardo LP560-4 in Part 1 of the Build-a-Bull Series](#)

Part 2

[2009 Lamborghini Gallardo LP560-4 in Part 2 of the Build-a-Bull Series](#)

Part 3

[2009 Lamborghini Gallardo LP560-4 in Part 3 of the Build-a-Bull Series](#)

Part 4

[2009 Lamborghini Gallardo LP560-4 in Part 4 of the Build-a-Bull Series](#)

About AUTOMOBILE Magazine

[AUTOMOBILE Magazine](#), part of SOURCE INTERLINK MEDIA, has a circulation of 550,000 and a total readership of 3.6 million. Recipient of more editorial awards than any other major automotive publication, AUTOMOBILE Magazine is designed to appeal to the interests of passionate automotive enthusiasts. Its diverse editorial mix includes behind-the-wheel experiences in the world's most fascinating cars, as well as personalities, travel destinations, automotive art, vintage cars and industry trends. SOURCE INTERLINK MEDIA is a division of Source Interlink Companies, Inc., (NASDAQ: SORC), a media and marketing services company. Source Interlink (www.sourceinterlink.com) is one of the largest publishers of magazines and online content for enthusiast audiences and a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books and related items.

###

For Source Interlink Media, contact:

Jocelyn Johnson, [Gravitas Communications](#), 917-406-5886, jjohnson@gravitas-pr.com
Brian Posnanski, [Gravitas Communications](#), 314-968-7712, bposnanski@gravitas-pr.com