



Aventador S Roadster – Media Tour

Coverage Recap

Total Prime: 10,699,964

***based off of published articles*

Total Unique Visitors: 106,513,512

***based off of published articles*

Total Published Articles: 21

Total Pending Articles: 12

West Coast Recap:

MEN'S JOURNAL

By: Basem Wasef

"...there's nearly nothing on the road that matches the Aventador S Roadster's visual and aural impact."

GEAR PATROL

By: Andrew Maness

"It just wants to play all day until you're exhausted. And then do it all again when you're back on your feet."

CAR AND DRIVER

By: Steve Sller

"...the four-wheel steering was the most conspicuously effective, working brilliantly to turn the Aventador into a scalpel that we used to slice through a series of high-speed corners with utterly ludicrous speed."

Forbes

By: Mark Ewing

"Every component is wrought to perfection, a presentation piece."

Bloomberg Pursuits

By: Hannah Elliott

"The steering is so precise that if you time corners right, you may even think you've tamed this car enough to be a team—it will feel as if it's reading your mind."

autoblog

By: Basem Wasef

"The Lamborghini Aventador S Roadster is sharp, brash and more than a bit refined than its predecessor..."



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MOTORTREND

By: Chris Walton

"Considering all the bits in this mammoth motor, it's truly remarkable how quickly and smoothly it revs, delivering what feels like limitless, linear acceleration."

Automobile

By: Mark Ewing

"...a great deal of this Italian super-stallion's appeal is timeless; it's theater in motion."

SLASH GEAR

By: Chris Davies

"It's spectacle and unashamed pageantry...."



By: Bradly Iger

"Aventador S Roadster looks and sounds like nothing else on the road, and that does a lot for the car's road presence and the overall sense of theater behind the wheel. Driving an Aventador S feels special."

JALOPNIK

By: Andrew P Collins

"...have created nothing less than monument to the indulgence of fantasy in the Aventador S Roadster."

AUTOWEEK

By: Mark Vaughn

"The slight curve allowed the beast to use its new four-wheel steering to hold the heck onto the road in some very fast sweeping corners;..."



Aventador S Roadster - Media Tour

East Coast Coverage Recap



By: Travis Okulski

"....the Aventador will bring joy to the people around it, and that has to make you smile. But now it's fun to drive on a backroad, if you want to get away from everyone and just bring yourself joy."



Aventador S Roadster - Media Tour

Canadian Coverage Recap



By: Sam Haj-Assaad

" This is a true supercar and a sign that they've never been better."



By: Peter Bleakney

"the 2018 Lamborghini Aventador S Roadster is absolutely perfect "



By: Frédéric Mercier

"The V12 is perhaps the soul of the Aventador S, but it is far from being its only quality. With a power like that, you need a racing car that can handle a corner. And this Lambo, it seems squarely stuck to the ground."



Aventador S Roadster - Media Tour

Print Coverage



INSPIRE
Lamborghini's new Aventador S Roadster is a true masterpiece of engineering and design. It's the most powerful and fastest convertible in the world, with a top speed of 217 mph and a 0-100 time of 2.9 seconds. The car's design is a perfect blend of form and function, with a sleek, aerodynamic body and a powerful V12 engine. It's a true work of art, and it's also a true machine of war.



Rolls-Royce Phantom VIII
BEST CAR IN WHICH TO BE CHAUFFEURED
Cheap jabs land's most four-figured power has been taken to the streets of London. The Phantom VIII is a true masterpiece of engineering and design. It's the most powerful and fastest convertible in the world, with a top speed of 217 mph and a 0-100 time of 2.9 seconds. The car's design is a perfect blend of form and function, with a sleek, aerodynamic body and a powerful V12 engine. It's a true work of art, and it's also a true machine of war.



Bentley Continental Supersports Convertible
BEST SPORTS CAR TRAPPED IN A LUXURY SEDAN
The Bentley Continental Supersports Convertible is a true masterpiece of engineering and design. It's the most powerful and fastest convertible in the world, with a top speed of 217 mph and a 0-100 time of 2.9 seconds. The car's design is a perfect blend of form and function, with a sleek, aerodynamic body and a powerful V12 engine. It's a true work of art, and it's also a true machine of war.



elite traveler
THE PRIVATE LIFESTYLE MAGAZINE
JULY/AUGUST 2018
Top 100 Suites
TRAVEL THE WORLD IN STYLE WITH OUR DEFINITIVE LIST OF THE BEST ACCOMMODATIONS ON THE PLANET



Robb Report
LUXURY WITHOUT COMPROMISE
Life in Motion
The dream machines shaping our future



DRIVE
LAMBORGHINI AVENTADOR S ROADSTER
WITH THE LOOK OF A RACING MACHINE, THE 140-HP 6.5L V12 ENGINE PROVIDES THE BEST OF BOTH WORLDS: A RACER'S SPEED AND A ROADSTER'S COMFORT.

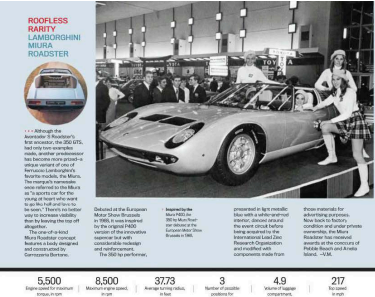


VOGUE
THE CAR DOESN'T ONLY STAND OUT ON THE ROAD. IT'S ALSO A WORK OF ART. THE AVENTADOR S ROADSTER IS A TRUE MASTERPIECE OF ENGINEERING AND DESIGN. IT'S THE MOST POWERFUL AND FASTEST CONVERTIBLE IN THE WORLD, WITH A TOP SPEED OF 217 MPH AND A 0-100 TIME OF 2.9 SECONDS. THE CAR'S DESIGN IS A PERFECT BLEND OF FORM AND FUNCTION, WITH A SLEEK, AERODYNAMIC BODY AND A POWERFUL V12 ENGINE. IT'S A TRUE WORK OF ART, AND IT'S ALSO A TRUE MACHINE OF WAR.




BY THE NUMBERS
LAMBORGHINI AVENTADOR S ROADSTER

0	102	106.29	5,500	8,500	3773	3	4.9	217
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ROOFLESS RARITY
LAMBORGHINI AVENTADOR S ROADSTER

The Aventador S Roadster is a true masterpiece of engineering and design. It's the most powerful and fastest convertible in the world, with a top speed of 217 mph and a 0-100 time of 2.9 seconds. The car's design is a perfect blend of form and function, with a sleek, aerodynamic body and a powerful V12 engine. It's a true work of art, and it's also a true machine of war.



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Aventador S Roadster / West Coast Drive

Coverage Recap

Name	Outlet	Article Links
Mark Ewing	Forbes Life	Story Link
Hannah Elliott	Bloomberg	Story Link
Andrew Maness	Gear Patrol	Story Link
Steve Siler	Car and Driver	Story Link
Basem Wasef	Men's Journal	Story Link
	Autoblog	Story Link
Chris Walton	Motor Trend	Story Link
	Motor Trend	Story Link
Nelson Ireson	Automobile Magazine	Story Link
	Automobile Magazine	Story Link
Mark Vaughn	AutoWeek	Story Link
Andrew P. Collins	Jalopnik	Story Link
Bradly Iger	Super Street Network	Story Link
Manuel Carrillo	95 Octane	Story Link
Chris Davies	SlashGear	Story Link
Miles Branman	Unnamed Project	Story Link
Mike Harley	Kelley Blue Book	<i>Coverage Pending</i>
Tim Lappen	Haute Living	<i>Coverage Pending</i>
Kurt Niebuhr	Edmunds	<i>Coverage Pending</i>



Aventador S Roadster / East Coast Drive

Coverage Recap

Name	Outlet	Article Links
Travis Okulski	Road & Track	Story Link
Peter Valdes-Dapena	CNN	<i>Coverage Pending</i>
Alex George	Popular Mechanics	<i>Coverage Pending</i>
Tamara Warren	The Verge	<i>Coverage Pending</i>
Daniel Bentley	Fortune	<i>Coverage Pending</i>
Kara Studzinski	Nobleman	<i>Coverage Pending</i>



Aventador S Roadster / Canadian Drive

Article Links

Name	Outlet	Article Link
Peter Bleakney	autoTRADER.ca	Story Link
Sami Haaj-Assaad	AutoGuide.com	Story Link
Petrina Gentile	CTV News Channel	Story Link
Frédéric Mercier	Le Journal de Montreal	Story Link
Eric LeFrancois	La Presse	Coverage Pending
Jeremy Sinek	Automotive News Canada	Coverage Pending
Nick Tragianis	Driving.ca	Coverage Pending
Lisa MacFarlane	Vancouver Living Magazine	Coverage Pending