
Miura Concept debuts in LA

06 January 2006 | Classic Driver



Last Friday (6 Jan.) the "Miura Concept" was secretly unveiled at the Museum of Television & Radio in Beverly Hills, California to an elite group of auto industry insiders and car enthusiasts including talkshow host Jay Leno, and ZZ Top's guitaristman Dusty Hill.

"Ferruccio Lamborghini once said it means very little to produce the best racing cars in the world, people only remember the drivers, but if you can produce the best road cars in the world, no one will ever forget them," Automobili Lamborghini President and CEO Stephan Winkelmann reminisced about Lamborghini's famous founder. "40 years ago, Lamborghini created what was unquestionably

the best road car in the world, the legendary Miura. Today, Lamborghini follows in this uncompromising tradition by making the most beautiful, high-performance supercars in the world."

The original Miura quickly became one of the hottest cars of its day with a long list of past and current celebrity owners like movie star Nicholas Cage, Tonight Show Host Jay Leno, rock star legends Elton John and Rod Stewart, and Frank Sinatra and Dean Martin, the epitome of cool from The Rat Pack. The new concept penned by Lamborghini design head Walter de'Silva brings back the sensuous styling of the original Miura that raised the benchmark in supercar design and instantly won the admiration of car enthusiasts worldwide.

Only a few days after its showing in Los Angeles, the M-Concept will anchor the Automobili Lamborghini corporate display at the North American International Auto Show in Detroit. The car will be officially unveiled for the automotive media at a press conference in Detroit's Cobo Hall on Monday, January 9th at 4:30 p.m. (EST). In his address at the Los Angeles M-Concept unveiling, Winkelmann did stress this new Miura on its way to Detroit, is a design study only and emphasized the company has no plans to put the car into production yet.



Words - Classic Driver

Photos - Lamborghini

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