PERSONALLY SPEAKING

As Sant’ Agata readies itself for the launch of the new Diablo, our mission statement remains what it has always been—to be your Number One source for anything to do with your Lamborghini.

Whether it is buying or selling, refurbishing, servicing, a complete restoration, or offering the mechanical enhancements that truly brings out the best in your machine, we want to be your first- and only-call.

With the winter season approaching, it is the perfect time to put us to work on your treasure. How may we be of service to you?

Al Burtoni

Striving to be the Best

by Al Burtoni

Since we first opened for business in 1968, our goal has been simple—to be the best, the benchmark against which everyone else is compared. The only way to do that is to continually challenge us to raise the bar.

Through boom and busts in the car market, that single tenet has caused Milano Imports to increase dramatically in size over the years. As the business expanded, we recognized the need to formulate a master plan—one that would make sure we would be able to take care of our clientele, and reassure them that their car was in the best hands possible.

I am happy to say that finally, after years of contemplating, dreaming and hard work, all the pieces are in place. Those of you who have visited us recently have seen the fruits of all this thought and labor.

That constant planning can be summed up with the latest addition to our facilities, a structure we simply call “Building Number 3.”

So what makes Building Number 3 so important? Unlike most everyone else, this allows us to have dedicated facilities for every part of our business.

A tour of Milano Imports makes this clear. Most everyone is familiar with Building Number 1, for this is where we do our service and mechanical work. Not only does it contain 5 full service bays and lifts, it also houses our machine and fabrication shops. This allows us to custom make our

New facility — Building #3 — for collision and restoration work.

Building #1 — main mechanical and testing facility.

Inside Building #1.

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own pieces and components, thereby ensuring you get the highest possible quality.

Building Number 1 also houses our dyno room. This is one of my favorite places, where we continually research and develop camshafts, pistons, rings, cylinder heads, air intakes, exhaust, etc. to get you the optimum - and just as important - reliable horsepower possible.

It also allows us to back up our power output claims. As Car & Driver editor Csaba Csere noted in his editorial column in the June issue, “(T)uners and aftermarket specialists...are in the business of posting big horsepower numbers, but they often lack dynamometers, track-testing equipment, or even the time to properly gauge their efforts.” This, thankfully, is a problem we don’t have.

Our newest addition, Building Number 3, was built from scratch over the past 12 months. Located behind Building Number 1, it is dedicated to restoration and coachwork-from frame fabrication to body panel construction and repair, to concours winning paintwork.

Of course, no car looks good if the exterior quality is not matched by a comparable interior; that is like buying a new suit and wearing old, worn out shoes. Interior work will also be handled in Building Number 3.

For our state-of-the-art exterior components, we have Building Number 4. This is where we manufacture our carbon fiber and composite wings, body panels, etc.

That leaves Building Number 2, which houses sales, bookkeeping, spare parts and the corporate offices. I am happy to announce the sales area is undergoing a complete upgrade.

This will make it an even more enjoyable experience for you when you purchase your next Lamborghini or Ferrari. (Should you want to see what cars we have to offer, be sure to check out our website, www.lamborghinidiablo.com.)

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So what do we do for an encore? We simply plan to follow our mission statement and remain the undisputed Number One choice in the world of Lamborghini.

Since 1968, we have sold more Lamborghinis than anyone in America. We service more than anyone, and manufacture more parts (exhausts, clutches, camshafts, etc.) than anyone. We correct more problems than anybody.

Should you need anything relating to Lamborghini, whether it being purchasing or selling, restoring, an increase in horsepower, or solving that problem that no one else can fix, the only phone number you need is: 408-847-8732.

Many people overlook the benefits of a major service on their new Lamborghini. We can’t stress strongly enough the importance of this work. Ask the person who had their Lamborghini serviced by Milano Imports.

One example should demonstrate why. In 1986, we received a brand new Countach QV. It had, at the most, 500 miles on the odometer. We did a major service to the car, and today, it has gone more than 100,000 trouble-free miles.

That Quattrovalvole is just one of a number of cars that have never had a problem after we did an early major service. The same goes for the diablos.

As we go over the vehicle, in performing the major service, we inspect and test many of the components of the engine and related systems. We look for items that we know to be problematic with these vehicles. During our inspection we often find signs of problems in the making. Things like oil lines that are ready to let loose. It is better to replace the oil lines than to rebuild the engine after an oil line brakes.

For all you new Diablo owners, let us ensure you years of rewarding driving. The sooner you do a major service, the more quickly you are buying an excellent insurance policy for your car’s longevity.

REFERENCES GLADLY PROVIDED.
Milano Imports — Lamborghini Sales and Service
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A number of you have undoubtedly spent some time talking with Steve on the phone about your Lamborghini or Ferrari. So who exactly is this man with all the answers?

Steve, like Al, must have oil running through his veins. He has been working on cars since age 15. Steve has been with us since May of 1995. He has gone through the Al Burtoni training and also through many Lamborghini factory training classes. He is an excellent technician and is dedicated to making your driving experience a pleasure! Call us.

We often see the ugly results when someone tries to cut corners with their Lamborghini. When you try to find a cheap way out, the more it will cost you in the long run.

To jump right to the point, Lamborghinis cost money to own and operate. There is no other way about it.

Like any shop, you will bring out the best, the heart and soul in Milano Imports’ personnel, when you ask us to do the entire job, rather than fixing three out of ten problems.

But when you do that with anyone, let alone us, recognize that you don’t have to be stupid and throw money at it. Make sure something is done right the first time. If a shop charges you two and three times to correct something that should have been properly done up front, get your car out of there as quickly as possible!

Attention:
1999 and Newer Diablo Owners

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In 1965, the automotive world was abuzz at the Turin Auto Show when Lamborghini unveiled its naked mid-engine chassis. “The prize for the biggest poker hand was reserved for Comm. Lamborghini, who...showed up with...a wild new transverse-engined chassis,” Road & Track noted in their show coverage. “Various Ferrari bods were seen drifting by in overcoats, with collars turned up to have a look at it.”

Nuccio Bertone would get the assignment to clothe the car. When he presented the initial drawings to Ferruccio Lamborghini and Gian Paolo Dallara over the Christmas holidays, “we immediately recognized this was extraordinary, something that happens once in a lifetime,” the company’s chief engineer recalls.

Dallara could not have been more right. When the finished product was unveiled at the Geneva Auto Show in March, 1966, Automobile Year summed up for just about everybody by calling it “the show sensation.”

Nuccio Bertone’s cross-town rival Sergio Pininfarina had an equally strong reaction. “When I first saw it,” he remembers, “I said, ‘I wish I could do that myself.’”

The rest, as they say, is automotive history. With the Miura, Lamborghini had completely redefined the supercar game.

England’s Car magazine spent 1,000 miles behind the wheel of a production P400, and simply threw more benzina on an already hot fire. “It is still really a prototype,” they concluded, “but one that is already the undisputed master of the road.”

Road & Track agreed. They called the Miura “the most glamorous, exciting and prestigious sports car in the world.”

Looking back at the six years of this landmark car’s production, “Car magazine’s observation that the Miura was really just a prototype is correct,” Al Burtoni comments. “Because the company rushed it into production, there were all sorts of problems over the years. Lamborghini didn’t have the car truly sorted until the SV debuted in 1971.”

Still, not all SV’s are created alike. “A number had the common engine/transmission oil sump, just like the P400 and P400S,” Burtni continues. “That is why the latest SVs are the ones to have, and command the strongest prices in the market.”

Milano Imports currently has one of these rare, most desirable Miuras in stock. According to “Lamborghini Miura” by Peter Coltrin and Jean-François Marchet, chassis number 4820 was built on September 14, 1972, and is one of the last ten Miuras made.

“We bought it out of New York last year,” Burtni continues, “and when Ted tested in the streets during rush hour traffic, it never overheated.”

Even better, when it arrived at Milano Imports, Burtni was quite pleased after putting the car through its paces. “Usually Miuras pull one way under hard acceleration, and the other way under hard braking,” Al says. “This is because quite often, their frames are bent. This car went straight as an arrow.”

And though 4820’s previous owner nicely restored the Lamborghini in the first half of the 1990s, Burtni saw room for improvement. “I was impressed by what we got, but wanted to bring it up to my standards,” he says.

So what separates the good restorations from the great ones? “It is that last 10%,” Burtni comments. “Using the proper people, which the previous owner obviously did, it is easy to get a car to 90 points. The difficulty is getting above that threshold.”

For example, the SV received a new master cylinder (the old unit was mounted incorrectly), and the windows and their tracks were fixed for easy, trouble-free operation. The doors were adjusted, small flaws in the body that would go overlooked by most eyes were repaired, and several spots on the inner frame were touched up.

The Milano Imports parts bin supplied many of the final touches. “While the restorer was a craftsman, he didn’t know what was original,” Burtni notes. “That is why we replaced the screws he used with the proper stainless versions, put on brand new tail lights, and had the factory make a new engine plate.”

After several months of continual tinkering and some $30-40,000 later, Burtni knew he had something special. “Since starting in business in 1968, I have probably had 100 Miuras pass through my hands,” he reflects. “This one is the best of them all. I only know of a couple of others that are in the league of this one, but they are not for sale.”

If you are looking for what may be the world’s best example of this landmark supercar, a Miura that is ready to be shown at Pebble Beach, then please contact us at 408-847-8732 for more details. We are asking $250,000 for this once-in-a-lifetime beauty. SORRY, JUST SOLD!
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