



When Bill Nuccio, Sr, was starting out in auto sales, he had a supervisor who taught him to “dream in pictures; to visualize what he wanted to do.” Today, that lesson has served him well as he prepares to open a truly world-class Lamborghini dealership in Westmont.

“We are one of only two branded Lamborghini stores in the United States,” Nuccio says. “This is a new direction for Lamborghini. The company is looking to expand the brand, something it’s done very well over the last 10 years.

“The main floor is a corporate branded showroom, with an upper level devoted to high end trade-ins. Nothing is exposed to the elements.” He noted they carry the best of the best in luxury sports and exotic pre-owned cars.

Nuccio started selling cars in 1978, working for 10 years at a Buick dealership. In 1987, he moved to Laurel Motors, a Mercedes and BMW dealership. “Ironically, it’s across the street from our new showroom,” he notes. In 1994, his passion for high performance cars took over, and he opened Fox Valley Motor Cars in St. Charles, concentrating on luxury pre-owned cars. In 1996, he obtained franchises for Lamborghini and Lotus. He is owner of both Fox Valley and Lamborghini-Chicago, which have different emphases. Fox Valley is Lotus and more affordable sports cars. Lamborghini is top line automobiles.

“I’m very excited about both dealerships. For these cars, you have to be an enthusiast. Our customers are enthusiast so we are, too. Forty percent of Lamborghini’s world production comes to the United States. When we concentrate on our customers, everything else takes care of itself.”

He noted that Lotus and Lamborghini have both expanded their brands in recent years. Lotus has its Elise, a little convertible that handles very well, and could go straight to a race track.

Lamborghini, meanwhile, has a two-year waiting list for its limited production LP 640, a 640 horsepower car that is one of the fastest production cars in the world.