LOMBARDI

PT. LOMBARDI AUTO INDONESIA

COMPANY PROFILE



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ABOUT LOMBARDI

WHO WE ARE

PT Lombardi Auto Indonesia is a luxury interior R&D and manufacturing company focused on passenger comfort and safety in the luxury limousine cabin. Our products are built on design craftsmanship, a focused technology roadmap, and proprietary engineering.









ABOUT LOMBARDI

HISTORY, VISION & MISSION

HISTORY

Since 2015, Lombardi has been focusing on product development and manufacturing for luxurious MPVs. Our engineering team has more than 10 years of experience in producing redeveloped MPV and commuter bus for prominent car body manufacturers such as AdiPutro and New Armada Group. The company's administration office, R&D center, and manufacturing facility are located in South Tangerang.

VISION

Accelerate new product research and developments which focuses on catering human comfort and safety needs in the advent of auto-pilot driving technology

MISSION

Our company aims to develop and manufacture products which would become the future vehicle standard of luxury limousine for the mass market.



TRACK RECORD

OUR JOURNEY

AUG 2015 - FEB 2016

Lombardi's initial team was assembled for market research and design development.

APRIL 2016

PT. Lombardi Auto Indonesia was founded in Jakarta.

MAY 2016

Acquisition of production and assembly team.

AUG 2016

Acquisition of upholstery and trimming team.

SEP - NOV 2016

Alphard Lombardi 001 Allegra prototype unit was produced. Entering testing and development phase.

NOV 2016

Initial sales and marketing activities.

FEB 2017

Established partnership with Terkosh Auto Taiwan for Taiwan region exclusive dealership.

APR 2017

Alphard Lombardi 001 RSE prototype unit was produced. Entering testing and development phase.

Established joint partnership with Ivan's Auto & Lamborghini FM for Indonesia sharing network dealership.

TRACK RECORD

OUR JOURNEY

MAY - OCT 2017

Alphard Allegra version 2018 underwent prototyping period.

DEC 2017

Lombardi joined China 2017 Automechanika event in order to prepare for Allegra version 2019 prototyping.

MAY 2018

Established joint partnership with Auto2000 Indonesia for national network dealership.

JUN 2020

Selected as specialist interior maker for vito business cars from Mercedes Benz.

MAY 2021

Alphard Allegra SP 2021 version was releas. This unit began using starlight to make Alphard cabin more luxurious.

FEB 2023

Selected as specialist interior maker for Hyundai Staria from Hyundai.

MAY 2025

Denza D9 Allegra version underwent prototyping period.



COMPANY MANAGEMENT LEADERS

BOARD OF DIRECTORS



Tami Abadi • Commissioner

- Past Affiliation: RBS, Delta Partners
- Current Affiliation: Belengkong Mineral
- Resources Group, Prodotti Group, SkyCab Aviation
- Specialty: Worked in financial management companies in HK, SG and IDN with experience in Investment banking and management consultant

Andrew Laksana • Director

- Past Affiliation: Autobridal Prioritas, Java Motor, Ivan's Motor, Chosen Car, AutoHause Import
- Current Affiliation: Propel Agency, Lombardi Auto Indonesia
- Specialty: Highly experienced in the luxury automotive CBU market with established client base


LOMBARDI

LOMBARDI PRODUCTS

MPV PRIVACY

A private rear cabin with a partition wall

MODELS WE HAVE BUILT

Toyota Alphard
Danza D9
Xpeng X9
Lexus LM
Maxus MIFA 9
Mercedes-Benz V Class

MPV RSE

Rear Seat Entertainment (RSE) for executive cabins

MODELS WE HAVE BUILT

Toyota Alphard
Danza D9
Xpeng X9
Hyundai Staria
Mercedes-Benz V Class

MPV ALLEGRA

A full luxury interior with premium materials

MODELS WE HAVE BUILT

Toyota Alphard
Danza D9
Xpeng X9

BIG-VAN ULTIMATE

A luxury big-van conversion for leisure

MODELS WE HAVE BUILT

Toyota Hiace
Mercedes-Benz Sprinter



MPV PRIVACY

A PRIVATE CABIN, ELEVATED

Close the partition and the outside world fades away. Calm, comfort, and refined craftsmanship are all that remain in the rear cabin. For an executive on the move, a family on the road, or a VIP guest, every journey becomes a more relaxed and productive experience.











MPV RSE

REAR-SEAT ENTERTAINMENT

Press play, and the road becomes your private screening room. Immersive sound, a vivid screen, and refined craftsmanship make the rear cabin a lounge built for enjoying the ride. For family travel, executive transport, and VIP hospitality, every journey becomes a more enjoyable and memorable experience.











LOMBARDI PRODUCTS

MPV ALLEGRA

THE NEW EPITOME OF LUXURY

Some details are felt before they are seen. In Allegra, every passenger panel is rebuilt from our own original designs in leather and suede, with lighting that sets the mood. Made for those who expect nothing less than first class, every journey becomes a more luxurious and memorable experience.







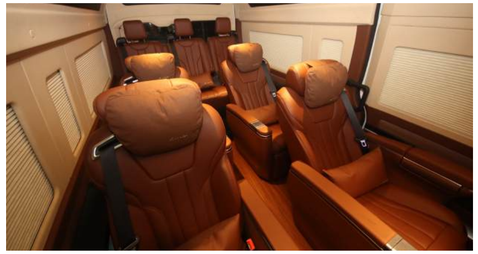




HIACE ULTIMATE

FIRST CLASS FOR GROUP TRAVEL

Lombardi Hiace transforms one of Indonesia's most trusted vans into a first-class cabin of space, comfort, and refined craftsmanship. Tailored to your needs, it suits executive travel, family trips, and VIP hospitality. Every journey becomes a more relaxed and memorable experience.











SPRINTER ULTIMATE

THE PERFECT PARTNER FOR LEISURE

Room to stretch out, room to work, room to bring everyone along. Sprinter Ultimate turns a spacious big van into a first-class cabin of comfort and refined craftsmanship. For business travel, family trips, and VIP hospitality, every journey becomes a more relaxed and memorable experience.









LOMBARDI
OFFICIAL PARTNERS



MERCEDES-BENZ V-CLASS LOMBARDI

V-Class Lombardi turns the cabin into a private lounge. A custom partition with an integrated widescreen display separates the driver from the passengers, framed by a backlit wood-grain panel carrying the Lombardi emblem.

Ambient lighting flows along the partition and door panels, setting a calm mood for every journey. The captain seats finished in fine leather with contrast stitching and come with suede-like headrest cushions.

Lombardi always strives to create moods which suit your daily activities.











HYUNDAI
STARIA LOMBARDI

Hyundai Staria Lombardi is the latest addition to the Lombardi line-up, now equipped with the new Lombardi Rear Seat Entertainment (RSE).

The RSE gives the cabin a more private atmosphere while keeping an elegant appearance. The quality and aesthetics of every component show in the smallest details. Lombardi believes that every detail carries artistic value and a sense of sentiment for the owner of Hyundai Staria Lombardi.











MAXUS
MIFA 9 LOMBARDI

Maxus MIFA 9 Lombardi brings a first-class lounge experience to the cabin.

A widescreen display is integrated into a custom partition, with a touchscreen control panel and two fold-out tables with wireless charging pad and cupholders beneath it, softly lit by warm ambient lighting. The perforated leather captain seats with chrome-edged armrests, together with a panoramic roof, make every journey private, comfortable, and elegant.











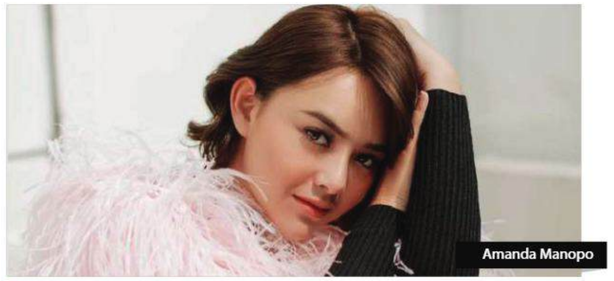
OUR PRESTIGE CLIENTS

These are several Indonesian celebrity that use Lombardi. Since 2018, one of the famous actor and singer in Indonesia Raffi Ahmad become an influencer that promotes our product.













OUR PRESTIGE CLIENTS

Many of our clients also come from prominent people in society. Officials, public figures, and respected businessman.

MEDIA COVERED

detikcom
LIPUTAN 6
inilahcom
VIVA.co.id
INDOPOS
GRIDOTO
REPUBLIKA.co.id
medcom.id
TEMPO MEDIA GROUP
KOMPAS.com
THE PEAK
kumparan
LUXINA.ID
MIX Marketing & Communication
uzone.id
merdeka.com
suara.com
ANTARANEWS.com
FIMELA
tabloidbintang
THE FOLIO
SINDONEWS.com
SWA
Stabilitas

INFLUENCER COVERED

RANS ENTERTAINMENT
FITRA ERI OTODRIVER
LugNutz AUTO JUNKIE
CINTAMOBIL.com
20D
GRIDOTO.COM
Autonetmagz.com

ALTERA

PT. ALTERA OTO INDONESIA



ABOUT ALTERA

WHO WE ARE

PT. Altera Oto Indonesia is a luxury interior specialist that brings a first-class cabin to the everyday MPVs and SUVs. As part of the Lombardi Group ecosystem, Altera focuses on quieter rides, premium seating and built-in multimedia, delivered at a more accessible investment.









ALTERA PRODUCTS

ZENIX ALTERA

A NEW STANDARD IN MPV COMFORT

Zenix Altera lifts the Toyota Zenix with a quieter, more luxurious cabin. Sound proofing, soft-touch panels and a re-trimmed headliner reduce noise and vibration, while a premium audio system with a 10-inch subwoofer fills the space with sound. Two microfiber-leather captain seats and a rear touch-screen console make the second row the best seat in the car.











ALTERA PRODUCTS

SERENA ALTERA

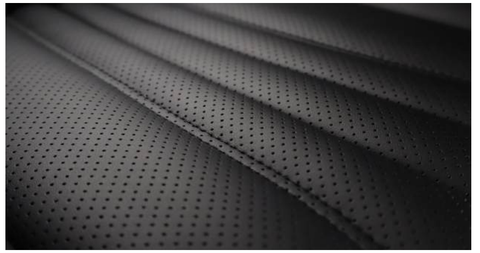
MADE FOR MOMENTS ON THE MOVE

Serena Altera turns the Nissan Serena into a more refined family cabin. Re-trimmed interior panels with a soft-touch finish elevate the space, while premium microfiber-leather seating gives every passenger room to relax. A ceiling monitor and rear control console keep the whole family entertained, with a wireless charging dock and USB fast charging built in for every device.











HIACE ALTERA

REFINEMENT WITHIN REACH

Hiace Altera upgrades the spacious, dependable Hiace with a refined and comfortable interior, designed for everyday use. It is practical for business trips, family journeys, and group travel. Enjoy a more comfortable ride with smart value, without compromising on quality.









ALTERA
OFFICIAL PARTNER



FORD
EVEREST ALTERA

Ford Everest Altera redefines second-row comfort with individual captain seats. The upper backrest is finished in a quilted diamond pattern, while the seat body combines perforated leather with vertical-channel stitching for a refined look and comfortable support. Suede-like headrest pillows add a soft touch for long journeys.

Between the seats, a center console offers a padded armrest, wireless charging dock, and dual cupholders, accented by wood-grain trim with a soft ambient glow. Altera turns the Everest's cabin into a space where every trip feels first class.











LOMBARDI ALTERA

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