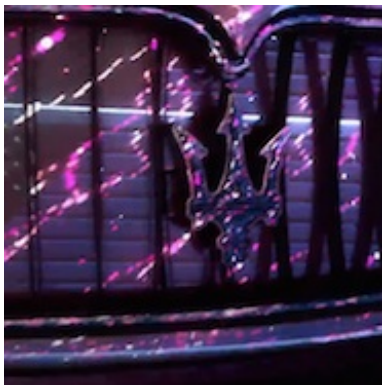


INTERNET

Aston Martin, Maserati use audio to connect with enthusiasts

August 26, 2014



Video still from Maserati's Sound of Speed

By SARAH JONES

Breaking from the usual focus on the appearance of vehicles, a number of automakers are using sound-only social content to give fans a different sensory experience of their models.

[Sign up now](#)

Luxury Daily

Aston Martin has a SoundCloud account, which it uses to highlight the noise of different vehicles, while Maserati used sound to illuminate the speed of its race cars. For brand loyalists intent on having a full understanding of a brand's cars, experiencing the sound of vehicles will appeal.

"As opposed to the luxury car or hybrid car which is supposed to be smooth and uneventful as you drive cocooned in quiet solitude, sports and exotic cars stimulate virtually every sense all the time: the sights and visuals both inside and out, the touch of surfaces and sensation of inertia and speed, the smells of leather and hot metal and, in this case, the sound of the engine from inside and outside of the car," said Bob Prosser, CEO of [Auto World Marketing Corp.](#), San Diego.

"Together, these all add up to more than the sum of their subjective parts to create a unique

driving experience," he said. "The last two senses, smell and sound, have sometimes been overlooked by marketers as significant elements that contribute to the driver's involvement and interaction with a car. Some cars have no smell other than plastic. Some cars sound like sewing machines.

"I am anthropomorphizing a little here, but sound is so important to demonstrate all the various emotions and moods a car can exhibit, from a low guttural growl at idle, to a howling war cry in the upper revs. Over the years there have been a few cars that are famous for their characteristic engine notes which, to those with an ear for such things, can be easily recognized before the car even comes into view. Any air-cooled Porsche 911, a Ferrari V-12 and a Lamborghini Murcielago are but three examples."

Mr. Prosser is not affiliated with Aston Martin or Maserati, but agreed to comment as an industry expert.

Aston Martin did not respond by press deadline, and **Maserati** was unable to comment directly before press deadline.

Different sense

For its races at Virginia International Raceway this past weekend, Maserati created a digital installation to allow attendees to sense the speed of the cars. This digital media project compiled the position on the track, the speed, the audio level inside the car and the driver's heart rate.

Maserati is sharing that experience with its social followers through a video that illustrates the sound of speed.

The audio is taken from a number of the automobiles on the track, and is visualized abstractly based on a GranTurismo MC 3D model.

Embedded Video: [//www.youtube.com/embed/fnxJktxcy8I](https://www.youtube.com/embed/fnxJktxcy8I)

Maserati Trofeo - #SensingSpeed

Aston Martin has had an active SoundCloud account for about four months. Each track is labeled with the model of car featured, and the brand provides a range of sounds for each car featured.

For instance, for its new DB89, Aston Martin shared seven tracks, sharing what it sounds like when the car starts, flies by a bystander and pulls away. These clips range in length, with some only a few seconds long and other driving tracks lengthier at a couple of minutes to give a better sense of the experience.



SoundCloud playlist by Aston Martin

Periodically, the automaker will publish the link to a playlist for a particular vehicle to its Facebook to drive traffic to its content on the social music platform. If consumers have a profile on SoundCloud, they can also follow the brand to be notified of new tracks.

Listening in

Brands in other categories have turned to audio rather than imagery to let consumers into an experience.

Jean Paul Gaultier and Schiaparelli are extending the lives of their couture runway shows by sharing specially created playlists with their social audiences.

Both labels enlisted music stylists Mode-F for runway soundtracks that were unique to their collections. Instead of circulating a video of their shows, the brands instead chose to give an auditory recap of the presentation atmosphere ([see story](#)).

Maserati has previously used audio to connect with its fans digitally.

Italian automaker Maserati released an application for the iPhone called Maserati Passion that helped to broaden its mobile presence and deepen engagement for both affluent buyers and aspirational consumers.

Consumers could tap on an audio and video section to watch the models in action or listen to the sound of the transmission. Users could then send these features via email to friends ([see story](#)).

While there are technological limitations to sharing what these vehicles sound like in reality, providing this look at the unique noise they make when driven will be of interest to fans and consumers.

"What Aston Martin and Maserati are attempting to do is to introduce the sound of a car to a prospective buyer or admirers of the marque," Mr. Prosser said. "They are all looking for a signature sound they can call their own.

"Of course, even though high-quality recording equipment is likely used to capture the sounds of the car, the quality of the playback is only as good as the speakers on the computer or smart phone," he said. "That's better than nothing, but nowhere near the

reality of being in the car, or standing there listening as it accelerates past you.

"Now, all they need is to do is perfect the scratch-and-sniff app so they can showcase the leather."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/-AB4Yf3AZsM](https://www.youtube.com/embed/-AB4Yf3AZsM)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.