

EVENTS/CAUSES

## Lamborghini elevates Huracan race car for season boost

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*Lamborghini Huracan GT3 Race Car*

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By JOE MCCARTHY

Italian automaker Lamborghini is drumming up interest for the rest of its racing season by introducing the Huracan GT3 race car in North America.

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The commercial version of the Huracan was the subject of extensive marketing in 2014, as Lamborghini aimed to establish its reputation as a powerful vehicle. Since the car is still top-of-mind among brand enthusiasts, watching the even more powerful racing version enter the North American circuit may be exciting.

"The old adage race on Sunday sell on Monday still holds true," said Lauren Fix, [automotive expert](#), Lancaster, NY.

"This is especially true for performance models: Lamborghini, BMW, Audi, Mercedes, Bentley, Ferrari and other performance vehicles," she said.

"Ford raced their cars in the 1900s to prove their vehicles and the same holds true today. Successful race cars equal successful reliable street cars."

Ms. Fix is not affiliated with Lamborghini, but agreed to comment as an industry expert.

Lamborghini did not respond by press deadline.

Turbo boost

The Huracan model was released in 2014 to much fanfare. Now, the Huracan GT3 is being hailed as "the most sophisticated machine in the Lamborghini motorsports program." Such lofty pronouncements do not go unnoticed among fans of a brand used to high-flying descriptions.

The car made its debut over the weekend at the 2015 Lamborghini Blancpain Super Trofeo North America championship.



*Lamborghini Blancpain Super Trofeo North America championship*

Fans were invited to watch live streams of the event, and the brand posted recaps and visuals on social media.

The 2015 Super Trofeo season consists of 12 rounds at six circuits in North America, Europe and Asia.



*Lamborghini Super Trofeo race*

All drivers will race for a spot in the World Final, Nov. 19-20 at Sebring International

Raceway in Florida.

Throughout the series, VIP guests will be entertained at hospitality areas.

According to the brand, the GT3 is the first Lamborghini fully "engineered, developed and assembled internally" by the automaker.

Taking notes

While most luxury automakers have rich traditions in the racing world, how thoroughly should this history be woven into a brand's image?

Following appearances in racing events, social media pages are often saturated with tribute-recaps that can enthrall a core constituency, but may also fail to resonate with less zealous fans. However, reminding all fans of the intense competition and push toward innovation inherent in racing can create an aura of passion that captivates rather than deters consumers ([see story](#)).

One way to get consumers interested in a brand's racing season is through a mobile game.

For instance, Lamborghini spurred fans to engage with its new Huracan model with a dedicated video game that features the vehicle and a single course.

The "Drive my Huracan" game is distinct from other automotive games in that it does not include interactive or alternative content. Limiting the game to the new vehicle likely served the purpose of getting fans to linger on the Huracan ([see story](#)).

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*

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