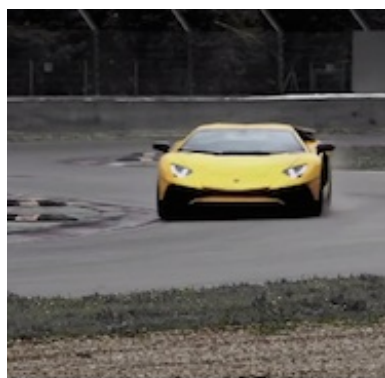


MOBILE

Lamborghini announces plans for self-racing app

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Lamborghini screenshot from Track and Play video

By NANCY BUCKLEY

Italian automaker Lamborghini is appealing to its target consumers' love for racing with a mobile application that allows owners to track, save and record their driving performances.

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The "Track and Play" app is designed for Lamborghini owners to be able to challenge themselves on the racetrack. Creating an application that is solely for current consumers allows Lamborghini to continue the exclusive nature of the brand through mobile.

Race against the clock

Consumers will be able to download Track and Play at the end of 2015 on both iOS and Android. Track and Play consists of a control unit that is mounted on the windshield of a Lamborghini and provides access to the app.

On Lamborghini's Facebook, the brand shared a social video highlighting the app. This video begins with a Lamborghini in a garage flashing its lights and revving its engine.

The camera switches to the inside of the car as the gauge is seen shooting upward. A small silver piece is zoomed in on and the camera cuts immediately to a smartphone,

indicating the connection between the two.

On the screen of the phone, three hexagons appear with “record,” “analysis” and “settings” written within each.

The car rolls out of the garage and the unknown driver is seen clicking the Imola Track. The track is loaded on the phone and the race begins.

When the race starts, the camera focuses on the phone. There are two bars, one red and the other green. The red is the “brake in bar” percentage and the green is the “throttle in %.”

Automobili Lamborghini Track and Play Challenge yourselves on a race track with the Automobili #Lamborghini Track and Play. Track and Play consists of a control unit monted on your supercar and a mobile device app (on iOS and Android): you can save, record and track your performance! Track and Play will be launched by the end of 2015. Stay tuned on > <http://lam.bo/NBW6B>

Posted by **Lamborghini** on Friday, May 29, 2015

In the middle of the two bars there is an outline of the racetrack and two dots. One is the driver and the other is the ghost driver they are racing. The time and speed of the driver and ghost driver is seen below the map.

At the conclusion of the race, the driver is able view his race on the app to see a graph showcasing the acceleration, speed, G-Force, gear, steering, tire pressure and RPM from the race.

Appclusive

Focusing on only existing consumers creates an exclusivity behind the app's use. Many other brands focus on including aspirational consumers when creating an app.

For instance, Audi, Bentley, Bugatti, Lamborghini and Porsche, under the Volkswagen Group umbrella, have attracted substantial attention in global markets through the branded mobile application, “Sports Car Challenge 2,” recently reaching 1 million downloads.

The app acts as a way for racing fans to explore VW brand models and discover vehicle capabilities with precision while on virtual racing tracks. Perhaps more so than other product category, automotive brands can cultivate new fans, solidify loyalists and spur real-life product interaction effectively with mobile games ([see story](#)).

Also, Ferrari engaged Formula One racing enthusiasts and gamers with a mobile racing application that let players be a part of the Italian automaker's team.

The Scuderia Ferrari Race 2013 app allowed consumers to virtually sit in the driver's seat of a Ferrari F138. Gaming apps can help luxury brands further engage with their aspirational consumer base ([see story](#)).

Final Take

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Embedded Video: <https://www.youtube.com/embed/C6tQm-mGLb4>

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