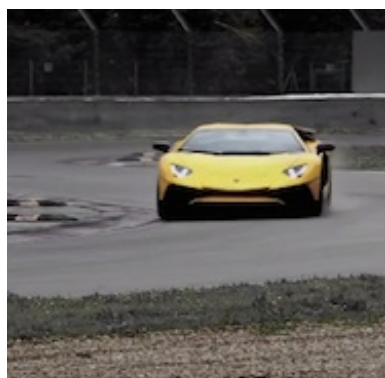


EVENTS/CAUSES

Lamborghini shares tour of China on social media for anniversary celebration

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Lamborghini screenshot from Track and Play video

By KAYSORIN

Italian automaker Lamborghini is celebrating 10 years in the Chinese market with a driving tour of the country and a social campaign.

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“The China Giro” is a themed drive through China’s rural heartland that will allow drivers and fans to experience the power of the Lamborghini sports car. Fans can follow the drive on WeChat and Weibo, interacting with the brand on unique Chinese platforms that allow them to enjoy the experience from afar.

“This event for us is unprecedented in China and will be a remarkable adventure,” said Mr. Francesco Scardaoni, managing director of **Automobili Lamborghini** China, Beijing. “It marks the start of a new age in Lamborghini’s commitment to the China market. It’s highly symbolic for our 10th year here.”

Destination celebration

The China Giro will take drivers and passengers through hundreds of miles of China’s rural countryside. Ultimately it will cover the four main regions of China and visit a

number of different cities.



The tour will travel through four different regions in China

The tour will begin in the city of Shanghai, making its way through an ancient provincial town to highlight the contrast between the car's modern technology and the history of the country. This tour will allow Lamborghini to emphasize China's heritage as well as its own.

From Shanghai, the tour will go on to visit Guangzhou, Chengdu and Dalian. Each stop on the location will have a specific theme to excite consumers and explore different aspects of the Lamborghini brand.



Lamborghini is celebrating 10 years in the Chinese market

The four themes are time, space, culture and mood, which will pair with the regions of Shanghai, Guangzhou, Chengdu and Dalian, respectively.

In each city that the tour visits along its journey, Lamborghini will celebrate with a car parade through the center of town. The automaker will also visit a place of significance in the region and offer an exclusive experience that complements the theme.

Throughout the tour Lamborghini will keep consumers engaged by interacting with them on the Chinese mobile applications WeChat and Weibo. The brand will share images

from the journey along with updates that will allow fans to enjoy the experience remotely.



Lamborghini will also share the tour on WeChat and Weibo

Drive through

Lamborghini has previously entertained consumers with its exciting driving tours around the world. In 2014, the Italian automaker hosted its annual Giro driving event for four days in Northern California.

The event allowed Lamborghini owners to come together every year to experience a new location of North America and create friendships with other enthusiasts. Lamborghini Giro 2014 took place in Northern California and brought together more than 25 Lamborghini owners and directed attention to the brand throughout the four day drive ([see story](#)).

It is always important to connect with consumers who cannot attend events in person, and social media makes that more and more feasible for luxury brands. In 2013, Lamborghini targeted aspirational consumers and racing enthusiasts by live-streaming the Lamborghini Blancpain Super Trofeo race at the Nürburgring racecourse in Germany.

The brand provided dedicated fans with moment-to-moment video and multimedia pertaining to the weekend's races. The Nürburgring races marked the sixth round of the Lamborghini Blancpain Super Trofeo 2013 Europe series and granting fans comprehensive access to the activities helped strengthen its brand community ([see story](#)).

Similarly, sharing The China Giro on WeChat and Weibo will allow Lamborghini to connect with Chinese consumers throughout the country. It is an appropriately exciting way to celebrate the milestone of 10 years in the Chinese market.

"I would like to thank our local partners, as well as Chinese consumers in particular for their support," Mr. Scardaoni said. "I wish the participants of China Giro a fantastic and memorable drive."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/1foj94rLe6E>

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