

AUTOMOTIVE

Lamborghini teams with MIT to foster automotive innovation

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Lamborghini Centaurio

By STAFF REPORTS

Italian automaker Lamborghini is collaborating with the Massachusetts Institute of Technology's MIT-Italy Program to create the super sports car of the future.

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The project will see Lamborghini engineers, students and staff at the school working together on research initiatives, with the end goal of establishing a super sports car that is ready for the rest of the 21st century. Lamborghini sees this partnership as a means to position itself as a leader and trendsetter in the automotive space.

Thinking ahead

The Cambridge, MA, university's MIT-Italy program allows more than 100 students at both the graduate and undergraduate levels to research, work and teach in Italy.

"MIT-Italy is a two way bridge linking MIT and outstanding names in Italian industry," said Serenella Sferza, co-director of MIT-Italy. "It is hard for us to imagine a better partner than Lamborghini, and we are looking forward to the projects that this partnership will help us develop."

Students and faculty will work alongside Lamborghini engineers to exchange ideas, workshop and collaborate on projects. These will then lead to research initiatives, which will primarily focus on materials.



The Lamborghini team at MIT in Cambridge

"We want people to think of us more and more as a trendsetter in the super luxury and sports car segment," said Stefano Domenicali, chairman/CEO of Automobili Lamborghini. "MIT has always been a pioneer in innovation, and we are proud to have signed this general agreement with such an illustrious institution, which will lead to the study of issues of mutual interest relating to the super sports car for the third millennium."

Other educational institutions and brands have worked to simultaneously court new ideas and prepare students for work in a particular field, creating mutually beneficial relationships.

The Luxury Education Foundation (LEF), a nonprofit organization that focuses on educational programs for undergraduate and graduate students in design and business, pairs teams of students with senior executives in leading luxury firms to gain an understanding and appreciation for the luxury industry. LEF's "Design & Marketing Luxury Products" master class brings together MBA students from Columbia Business School and design students from Parson's The New School of Design with an end goal of understanding the role each business field plays in the creation and marketing of luxury goods.

Students from both educational institutions worked in teams of eight to solve actual case studies provided by the participating brands for the 2015 program ([see story](#)).

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