

AUTOMOTIVE

Lamborghini proves it is not just a supercar

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Lamborghini's video

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Italian automaker Lamborghini is showing off how it is not just a cut above the rest, but superior to the best of the best in a new video manifesto.

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Lamborghini is separating itself from the supercar category, saying that the brand is a category all of its own. Its new video manifesto aligns its brand ethos with an edgy, seductive image that entices dreamers, leaders, unique individuals and those who want to make a difference.

Driving leadership

A new video from the automaker makes the statement, "We are not supercars, we are Lamborghini." The video hopes to inspire fans to pave their own path, just as the brand has done in the creation of superior supercars.



Lamborghini video

Set to an updated high-intensity remix of the iconic song "L'Estasi dell'Oro (Ecstasy of Gold)" from the film "The Good, The Bad and the Ugly," the video shares various clips from manufacturing, design and racing to convey its stature.

Starting with a fast paced view of the ground flying by, Lamborghini's video jumps right into an edgy tone. Quick cuts of women's faces are shown in differing lighting tones, which then rapidly turn to shots of other intense footage such as lightening and fireworks.

The phrase "If you can dream, you can build" is seen before footage of a mechanic assembling a Lamborghini

vehicle is shown. "If you can inspire, you can lead" appears within clips of a man making a speech to a large crowd.

Lamborghini's video continues on this way with other phrases such as "If you can wait, you can last," "If you can create uniqueness, you can make the difference" and "If you can see the future, you can write your history." Images of racing Lamborghinis, the manufacturing process, a man painting and vehicles driving through various terrains are interspersed.



Lamborghini video

The video concludes with the phrase, "We are not supercars, we are Lamborghini," alongside a clip of team members cheering with three Lamborghinis with colors that mirror the Italian flag.

We are not supercars, We are Lamborghini

Electric in auto

"We are not supercars, we are Lamborghini" is released amidst news of Lamborghini's CEO revealing the automaker is open the idea of creating an all-electric vehicle.

Versions of electric cars are becoming more and more prevalent in the luxury auto space. For instance, British automaker Bentley Motors also shared with attendees of the Geneva Motor Show its ambitions to define the electric luxury automotive segment with a new concept vehicle.

On March 7, Bentley unveiled its electric concept vehicle the EXP 12 Speed 6e, a model that evokes the automaker's levels of craftsmanship and refinement paired with electric performance and grand touring capabilities. As all sectors make moves to become more sustainable, the automotive industry has been heavily pressured to adapt to changes in consumer expectation and demand by embracing alternative fuel sources ([see more](#)).

German automaker BMW also appealed to the technology-minded readers of Cond Nast's Wired magazine by sponsoring the publication's newly redesigned photography hub.

Wired gave its photo site a new homepage and a full-bleed gallery layout, giving the featured imagery from photographers such as Dan Winters and Elinor Carucci a larger frame. BMW leveraged this image-driven site as a platform to promote its i3 model in a visual manner ([see more](#)).