

AUTOMOTIVE

Lamborghini looks to enhance drivers' senses with new model

September 13, 2017



Lamborghini's new Aventador S Roadster. Image credit: Lamborghini

By BRIELLE JAEKEL

Italian automaker Lamborghini is showing off how powerful and unique its Aventador S Roadster is, claiming that it enhances the driver's senses.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a new vignette, the supercar brand evokes the feeling of an enhanced multisensory experience when driving its new roadster. Lamborghini revealed the 2018 design at this year's IAA Frankfurt during the press events leading up to the official show, releasing the spot alongside it.

"Consider the words from the video, 'imagine every sensation you feel is the strongest,' and the title 'We create the strongest sensations,'" said Al Ries, chairman of marketing consultancy at Ries and Ries.

"That's not really true," he said. "But the commercial tends to associate the idea [of sex] with a Lamborghini vehicle.

"However, the slogan does not connect with the overall idea of the video. Free your ego. That doesn't make sense. 'Ego' has nothing to do with 'sensations.'"

Sensation overload

Lamborghini's "Free Your Ego" is the automaker's bid to make viewers feel as though the new Aventador S Roadster will heighten their senses.

Since 2011, the [#Aventador](#) has become an icon of our brand. Still today, it knows no competitors. [#IAA2017 pic.twitter.com/iFEFzORE3A](#)

Lamborghini (@Lamborghini) [September 12, 2017](#)

The video begins with white text on a black screen saying, "We create the strongest sensations." The text then flickers away in a futuristic-like manner.

Quick, close up images of the new vehicle in a bright blue hue flash before the viewer's eyes, before bringing them to an aerial view of a forest. A man is standing on an empty road, staring down the roadster.

A close-up shot of the driver side door shutting can be seen before another shot of the man's hand pushing the start button.

He takes off on the mountainside road at full power. The video slows to show the man with a handful of soil as a narrator says to viewers, "Imagine there was a way to amplify your senses."

As the soil falls from his hands in slow motion, a wider shot shows the driver standing in the woods staring at the sun poking through the trees. The video then cuts back to intense footage of him driving the roadster up the mountain.

"Imagine every sensation you feel was always the strongest," says the narrator as the film moves on to the man standing on a rock formation jetting out over a lake, again slowing down.

In the same manner as the previous clip, the video speeds up showing the high-powered driving again, before yet again slowing down showing the man's hair blowing in the wind while standing in a field.

"Sensations so powerful they elevate yourself," says the voice over as the man on screen begins to elevate off the ground.

Lamborghini's film ends with more footage of the Aventador S taking off along the straightaway as the camera zooms out and the voice over exclaims, "Free your ego."

740 HP, uncontainable on the asphalt. Amplify your senses to the highest level with the [#AventadorSRoadster](https://t.co/o0aLwxIN6K). <https://t.co/o0aLwxIN6K> [pic.twitter.com/rog9ds6gZw](https://t.co/o0aLwxIN6K)

Lamborghini (@Lamborghini) [September 12, 2017](#)

Marketing for Lamborghini

Lamborghini also recently showed off how it is not just a cut above the rest, but superior to the best of the best in a new video manifesto.

The automaker separated itself from the supercar category, saying that the brand is a category all of its own. Its previous video manifesto aligned its brand ethos with an edgy, seductive image that entices dreamers, leaders, unique individuals and those who want to make a difference ([see more](#)).

In another interesting marketing move, Lamborghini's Centurio super sports car first hit the virtual road before the real-world owners were able to take their cars for a spin.

Lamborghini's Centurio was the cover car for the next edition of Microsoft Turn 10 Studios' racing franchise Forza. The model was developed to celebrate the 100th anniversary of Lamborghini's founder's birth, making this video game partnership a means to share its milestone year with a broad audience ([see more](#)).

"The real benefits are the visuals of a 'sexy' vehicle being driven over winding roads," Mr. Ries said. "Every male can relate to the sensations of driving a sports car on roads like the one shown in the video."