

AUTOMOTIVE

Lamborghini teams with Bodyfriend for branded massage chairs

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Bodyfriend's Lamborghini-branded chairs will take reference from the automaker's designs. Image credit: Lamborghini

By STAFF REPORTS

Italy's Automobili Lamborghini has inked a four-year licensing deal with massage chair maker Bodyfriend.

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Through this deal, Bodyfriend has the exclusive on the Lamborghini brand name for massage chairs through 2021. The first Lamborghini-branded chair is expected to ship next year.

Supercar sitting

Bodyfriend is the highest grossing massage chair brand in the world, and it is currently aiming to become a \$1 billion brand by 2021.

The company's chairs are marketed as a health device, with the premium massagers touted for uses such as increased creativity, pain relief and anti-aging.

Bodyfriend is planning to launch its first Lamborghini-branded chair by the end of spring 2018.



Bodyfriend designs premium massage chairs. Image credit: Bodyfriend

"This collaboration with Lamborghini is a new opportunity for both companies. We are very proud to be associated with our new partners in Italy," said Park Sang-Hyun, CEO of Bodyfriend, in a statement. "Collaborating with the team known for creating some of the most iconic designs in the car industry will help us expand the global market and change the perspective of Americans about massage chairs.

"Great innovation is born where design and functionality work hand in hand without compromise," he said. "This is what Lamborghini is for us, and this is what we will implement in our future supercar inspired massage chair products."

For automakers, branching out into other categories enables them to further their branding.

Britain's Bentley Motors, for instance, continues to establish itself as a choice purveyor of more than just cars. With

seven lines of clothing, accessories and more, Bentley relies on its loyal consumers to diversify its brand and differentiate it from its automotive competitors ([see story](#)).

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