

AUTOMOTIVE

Lamborghini emphasizing connected experience with CRM partnership

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The Lamborghini Urus launched in 2017. Image credit: Lamborghini

By SARAH RAMIREZ

Italian automaker Lamborghini is partnering with a leading software company to give drivers a more connected digital experience.

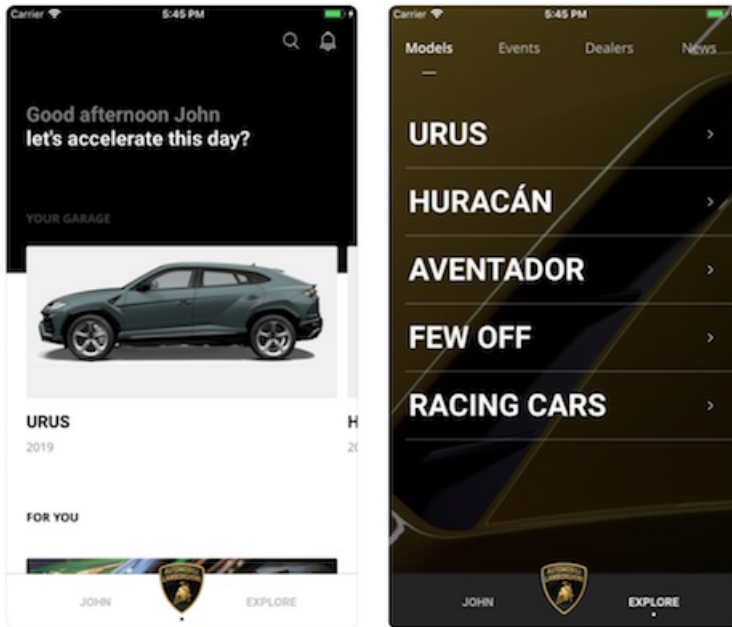
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Consumers are increasingly relying on technology to enhance their driving experiences, in and out of their vehicles. A new collaboration between global CRM provider Salesforce and Lamborghini will offer improved customer communications and streamline the customer journey, and includes a new mobile application.

Tech ties

The centerpiece of this new partnership is the new Lamborghini Unica app, built with the help of Salesforce technology.

Unica, which translates to "only," gives drivers a central platform to track service appointments. In a unifying effort, a similar digital platform for dealers is forthcoming.



The Lamborghini Unica app

To further engage Lamborghini drivers, the Unica app — which is invitation-only — also includes news updates, virtual car previews and access to exclusive events.

Federico Foschini, chief commercial officer at Lamborghini, presented the Unica app at Dreamforce, the annual user conference hosted by Salesforce. A Salesforce-connected Lamborghini was also on display throughout the four-day event.

In addition to Unica, Lamborghini also has its digital magazine available on a mobile app.

Luxury competition

As evident through its Salesforce collaboration, Lamborghini is focusing on customer experiences to stand out from other auto brands.

More than 1 million luxury vehicles have sold this year, 62 percent of which were SUVs, according to a new report from Edmunds. Growing availability of high-end SUVs has driven this trend, but the price gap between luxury and mainstream vehicles has also shrunk 10 percent in the last decade.

Traditionally, luxury automakers have differentiated themselves from mass market brands with better performance and styling. With SUVs, however, handling and horsepower are of lesser importance, which lowers the premium added to the high-end options ([see story](#)).

Lamborghini's recent announcement of a new SUV helped drive the positive conversation around the automaker, landing it in the top spot in Engagement Labs' TotalSocial automotive rankings. The Urus is what Lamborghini is calling the world's first SSUV, a Super Sport Utility Vehicle that is considered the fastest SUV in creation ([see story](#)).

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