

AUTOMOTIVE

Lamborghini showcases specialized skills to highlight Huracn Evo design

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Lamborghini is making parallels between racing cars and drones in a new film. Image credit: Lamborghini

By STAFF REPORTS

Italian automaker Lamborghini is putting a spotlight on the connection between man and machine in a video centered on a drone-racing champion.

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The brand's "Amplified Series" explores the characteristics of Lamborghini's Huracn Evo by focusing on fields such as the culinary arts and music. Pointing to the car's connectivity, Lamborghini has profiled drone racer Jordan "Jet" Temkin, creating parallels between competitive driving and flying.

Car comparisons

Lamborghini's Amplified Series encompasses four films, each of which centers on one individual and their craft.

Earlier released films have showcased violinist Stephanie Childress and sushi master Mitsuhiro Araki. Ms. Childress, who is both an instrumentalist and conductor, was chosen to portray the sound of the Huracn Evo, while Mr. Araki's story of food aligns with Lamborghini's design focus for the car.

In his film, Mr. Temkin talks about the adrenaline rush of racing drones. In addition to describing the thrill, he also explains how he interacts with data during competitions.

Similarly to drone-racing, the Huracn Evo has a touchscreen for drivers, enabling them to both control their driving experience and get access to information, such as traffic data. This connectivity is a new concept for the automaker, enabling drivers to more easily interact with their cars.

The fourth film in the series will be released later this month.

Lamborghini's Amplified Series talks with drone racer Jordan Temkin

Lamborghini wants to keep pushing the envelope of innovation as the luxury automotive industry sees more investment in sport utility vehicles and electric models.

Speaking at Bloomberg's The Year Ahead in Luxury conference on Nov. 29, an executive from Lamborghini explained that as an organization, the automaker always wants the next sports car to be better than the previous

iteration. Ideas from across the company's hierarchy have contributed to the marque's success ([see story](#)).

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