

AUTOMOTIVE

Lamborghini goes for Salesforce Blockchain to authenticate older cars

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The Lamborghini Huracan EVO. Image credit: Lamborghini

By STAFF REPORTS

Italian sports car maker Lamborghini has turned to blockchain technology to authenticate older models in the market.

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The brand has turned to Salesforce for its blockchain technology to trace, certify and authenticate heritage Lamborghinis faster and securely than done before.

Lamborghini has been making sports cars since its founding in 1963, expanding recently to sports utility vehicles, including, most recently, the Urus.

Speedy confirm

When a Lamborghini is resold, the vehicle often goes through 800 to 1,000 certification checks that take place at the company's headquarters in Sant'Agata Bolognese, Italy.

Conducting these thorough inspections require Lamborghini technicians to work with a massive network of resources photographers, auction houses, dealerships, repair shops, newspapers, magazines and other media sources to curate the full history and, most importantly, verify all of the parts and service of each unique vehicle, the company said.

This laborious process turned Lamborghini to Salesforce Blockchain to create a trust network between these distributed partners. This way, Lamborghini can quickly and more accurately authenticate each heritage vehicle.

Salesforce Blockchain lets Lamborghini digitize its authentication process by creating a trust network among technicians, repair shops and dealerships.

Each Lamborghini will now come with an indisputable record of service, including restoration and prior ownership.

Also, since Lamborghini and its trusted partner network manage all the authentication checks, each car is armed against potential counterfeiting. This ensures that the cars increase in value over their lifespan.

Lamborghini sells cars via 160 dealers worldwide.

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