

AUTOMOTIVE

Lamborghini Christmas 2019 video highlights hardcore fans

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The Backus father and son building a Lamborghini Aventador SV replica from 3D prints. Image courtesy of Lamborghini

By STAFF REPORTS

Italian sports car maker Lamborghini has unveiled a touching Christmas 2019 video that recognizes hardcore lovers of the brand in a continuation of its #RealLover effort.

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The video, running two minutes and eight seconds, follows the true story of Sterling Backus and Xander, his 12-year-old son. Using a 3D printer, the duo were working on building a real-size Aventador SV replica in their garage at home in Erie, CO.

Having got wind of this, Lamborghini stepped in. A few days before Christmas, father and son open the garage door and see a real black Aventador S instead of their replica model.



Xander Backus' mouth agape as he casts eyes on a real Lamborghini Aventador S in the garage instead of the 3D-printed model his dad Sterling and he worked on for two years. Image courtesy of Lamborghini

The father and son got to enjoy the car for a few days since they proved to be diehard fans of **Lamborghini**.

"Automobili Lamborghini is against any attempt at counterfeiting. However, a true story of such authentic passion deserves to be featured, which is why we chose to tell of Sterling's and Xander's project in our 2019 Christmas

video," said Katia Bassi, chief marketing and communication officer of Sant'Agata Bolognese-based Automobili Lamborghini.



Sterling and Xander Backus got to enjoy the Lamborghini Aventador S for a few days after having proved their ardor for the auto brand. Image courtesy of Lamborghini

The Christmas 2018 video where children were the stars in the search for a "Real Lamborghini Lover" garnered more than 24 million views on Lamborghini's social media channels including YouTube, Facebook and Instagram.

A true Christmas story for Lamborghini's real lovers

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