

AUTOMOTIVE

Lamborghini reflects on gift of family through emotive effort

December 17, 2020



The father looks pensive as he receives a Christmas gift. Image credit: Lamborghini

By ELLEN KELLEHER

Italian automaker [Automobili Lamborghini](#) is showing its poignant side in its latest Christmas campaign, which casts a light on the distance dividing families this holiday season.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The theme of this year's ad "The Christmas Gift" is how love endures despite the separation people now face because of the pandemic. The short film draws a charming portrait of the bond between a father and son who cannot be together over the holidays, which adds authenticity and humanity to the Lamborghini brand.

"The latest advertising video authentically honors family, the quest for travel, respect for current COVID-19 restrictions, craftsmanship, quality engineering, technology, subtle photography and lighting and adds a layer of gentleness that addresses their customers' and prospects' desires," said Rebecca Miller, a principal at [Miller & Company](#), New York. "Lamborghini is using its founder Ferruccio's intentions to respond to the market by offering solace, joy and hope without overtly promoting their products."

Challenges, challenges

Lamborghini has undergone an array of challenges since its inception in 1936. Founder Ferruccio Lamborghini was born to grape farmers in Renazzo, Italy and used skills learned on the farm to establish his own car brand.

Since then, Lamborghini has faced wars, financial and economic crises, oil and gas disruptions as well as receivership. It is now part of Audi AG, a subsidiary of Volkswagen AG.

In keeping with its history of challenges, Lamborghini unveiled "The Christmas Gift," a portrayal of human difficulties that have become all too common amid the pandemic.

"The Christmas Gift" is a poignant portrayal of family.

It opens with a well-dressed man in a sweater vest playing chess across from his wife in his library.

He seems lonely and distracted as he gets up to look out the window. The doorbell rings in the distance and he exits the room only to return with a Christmas package.

It is a virtual reality set and intrigued, he puts it on. Suddenly, he is transported to the driver's seat of a Lamborghini. He enjoys the virtual ride, which takes him on a road that leads to a shot of his son smiling as he sits in front of a 2021 Lamborghini Huracn STO.



Matt leaning on a 2021 Lamborghini Huracn STO. Image credit: Lamborghini

Growing nostalgic, the father looks down at the card on the table. It reads: "Hey Dad, Our passion is stronger than distance. I love you, Matt."

The poignancy of the son's passion for adventure and the overall message of the campaign use metaphor to underline the way Lamborghini "looks to the future with a visionary approach."

"During these volatile times, the simple word 'future' cannot accurately be defined or quantified," Ms. Miller said.

Management changes and a charitable focus

In recent months, change has been afoot at Lamborghini as the car maker recruited Stephan Winkelmann, president of Bugatti, as its president and CEO effective Dec. 1.

Already in the job once before, Mr. Winkelmann, who has kept his job at Bugatti as well, replaced Stefano Domenicali, who will become the CEO of Formula 1 Racing in January ([see story](#)).

During his previous stint as president and CEO of Lamborghini from 2005 to 2016, Mr. Winkelmann oversaw the introduction of cutting-edge cars such as the Gallardo, the V10 Huracn and V12 Aventador and set a number of new sales records.

His first tenure at the job was considered successful as he transformed Lamborghini into a key player on the sports car scene from a company struggling to compete in volume terms against its rival Ferrari.

During this unusual holiday season, Lamborghini is not the only luxury automaker touching on the challenges people are facing.

In a humorous attempt, German automaker Mercedes-Benz tapped American comedic actor Jane Lynch to remind travelers of the joy of flying by playing on the traditional in-flight safety videos in a SUV ad ([see story](#)).

Lamborghini, however, is attempting to achieve a deeper connection with drivers by appealing to their emotions.

Last year, the sports carmaker also unveiled a touching Christmas video that recognized hardcore lovers of the brand ([see story](#)).

"Lamborghini in particular is appealing to human needs and desires through a layering of visual and musical communications with a dollop of the extreme at the end," Ms. Miller said. "Correctly so, they are placing the customer first."