

AUTOMOTIVE

Lamborghini complements paragliding champion in exciting new effort

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Mr. Durogati initially partnered with Lamborghini earlier this year. Image credit: Lamborghini

By KATIE TAMOLA

Italian automaker Lamborghini is going to the ends of the earth with paragliding world champion Aaron Durogati in its latest campaign.

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In a short film, Mr. Durogati's work and passion mirrors the adventure-seeking ethos of Lamborghini. Mr. Durogati is a natural fit for the Super SUV Urus, showing the connection between a man and vehicle that embrace any and all in front of them.

"Mr. Durogati was an interesting choice because while he is not well-known, he perfectly demonstrates how the Urus can help evoke the spirit of adventure," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "It also shows that the vehicle is off-road capable, which is not typical for supercars."

Road not taken

The new film follows Mr. Durogati's preparation for the Red Bull X-Alps race with the help of the Urus SUV, which took place last month.

It opens with footage of Mr. Durogati in the Alps, then cuts immediately to him approaching a burnt-orange Urus. The film then vacillates between Mr. Durogati paragliding and driving the vehicle, as his voiceover elaborates on his approach as a competitor.

This paragliding champion and Italian automaker have more in common than one might think.

Both as a paraglider and driver, Mr. Durogati is driven, dedicated and practical. He reflects the Lamborghini ethos in that he is willing to seek out the path less traveled.

"My life is my adventure," he says. "During my adventures, I'm often in new places.

"And there I need to find a new solution to get where I want to get."

The two-time Paragliding World Cup champion ended up coming in 12th place at the Red Bull X-Alps, an impressive feat for a uniquely grueling competition of hiking and paragliding in the Alps.

The race began on June 20 with 33 athletes competing to cover the 1,238 kilometer-Alpine course in the fastest time possible across Austria, Germany, Switzerland, France and Italy, then back to Austria.

Mr. Durogati's team utilized the Urus SUV during the entire race.



Aaron Durogati exemplifies the adventurous side of Lamborghini. Image credit: Lamborghini

As evidenced in the short film, whether competing, training or driving, the paraglider, like Lamborghini, is up for anything.

"My project: to explore places where anyone else doesn't dare to go," he says.

Gliding into the unknown

Mr. Durogati and Lamborghini's first short film came out earlier this year, an initial spotlight on both the athlete and Urus vehicle.

From the inception of the partnership between the Italian automaker and paragliding world champion, viewers have come to expect suspenseful and cinematic efforts that reflect the two parties' shared striving towards thrill.

While the new campaign reflects more of a team effort between Mr. Durogati and the Urus, the previous vignette pits them against each other.

The "Unlocking the sky" short film set Mr. Durogati against the Urus, in a unique showdown. Mr. Durogati appears paragliding side-by-side with the Urus, as the SUV makes quick and graceful work of the rocky and muddy terrain below ([see story](#)).

Several automakers continue to craft unique campaigns that invite athletes to challenge their offerings.

Last December, Land Rover partnered with premium English watchmaker Elliot Brown to release a special-edition timepiece geared for handling the same elements that a Land Rover maneuvers through.

The Land Rover x Elliot Brown Holton Professional watch is also the prize in a short film in which a record-holding athlete and stunt driver face off, further establishing toughness as a hallmark for both brands ([see story](#)).

It is obvious when an athlete's approach and an automotive brand's ethos align. In the case of Lamborghini and Mr. Durogati, it works.

"Athlete ambassadors work for auto campaigns if the fit is appropriate," said David Undercoffler, editor in chief at [Autolist.com](#), San Francisco. "You can't just dump any athlete from any sport into any vehicle or its marketing campaign.

"The persona of the athlete and the nature and the audience of their sport needs to align with the intended audience for the vehicle," he said. "That's why this ad works and why Mr. Durogati is a good fit."