

AUTOMOTIVE

Lamborghini leans into nostalgia with Countach effort

October 6, 2021



The LP 500 was revealed at Concorso d'Eleganza Villa d'Este. Image credit: Lamborghini

By SARAH RAMIREZ

Italian automaker [Lamborghini](#) is revisiting its history with the reconstruction of the LP 500, as explored through a new series of films.

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

Fifty years after the LP 500 Countach made its debut at the Geneva Motor Show, the automaker has resurrected the famous model as a concept at Concorso d'Eleganza Villa d'Este in Lake Como, Italy. The painstaking process, which required more than 25,000 work hours, is examined in new vignettes.

"When compared to its domestic rivals Ferrari or Maserati, Lamborghini doesn't have much of a racing pedigree to promote and lean on for nostalgia," said David Undercoffler, editor in chief at [Autolist.com](#), San Francisco.

"So the automaker needs to instead use seminal models like the Countach to give fans something from their past to relate to and connect with," he said. "The Countach is the perfect way to do this.

"Not only did the groundbreaking design of the concept send a jolt throughout the auto industry, but the production model was then sold in various forms for 16 years, becoming an icon of the 1980s in the process."

Waiting game

Lamborghini began hinting at the reconstruction of the Countach ahead of its official reveal at Concorso d'Eleganza from Oct. 1 to Oct. 3.

In September, the automaker released three chapters of a new series, "The Wait." The installments, which premiered on YouTube on a weekly basis, gave the first glimpses of an unnamed car.

Lamborghini teased the reconstruction for several weeks

The first chapter details the creation of the car's interior. Set to a somewhat suspenseful soundtrack, the film shows skilled craftspeople measuring and cutting the leather and stitching the smooth textiles by hand.

In the second chapter, the focus is on the V12 engine. No component goes unexamined by the Lamborghini team.

The third and final chapter reveal more clues about the car, as the team begins assembling the vehicle. The silhouette is briefly shown, as well as the car's yellow shade and unique scissor doors.

"The original Countach which this one-off celebrates was by no means the first Lamborghini, but it was arguably the most important and impactful in the company's storied history," Mr. Undercoffler said. "The Countach is usually the first model that pops into many people's minds when they hear the name Lamborghini, and it set in motion the brash, bold ethos that the brand has epitomized ever since."

A final film, released to coincide with the Countach's unveiling on Oct. 1, revisits earlier moments in the car's history.

The vignette begins in July 1971 with black-and-white shots of an Italian town, presumably Sant'Agata Bolognese. A man takes his young son to a barber shop, where he hands the boy a magazine while he waits.

The boy flips the magazine to an ad of the Countach, and it immediately captures his attention. The scene seamlessly transitions into a color shot of the magazine, this time at the desk of a Lamborghini executive.

A montage begins, showing shots of the car's development and manufacturing process similar to "The Wait" vignettes. The score transitions from a nostalgic melody to a more energetic and exciting soundtrack.

The film ends with the completed Countach racing down a wooded road, the engine roaring.

The reconstruction took more than 25,000 hours

"An entire generation of car fans grew up idolizing the Countach, and it's those aficionados who are now old enough and wealthy enough to buy Lamborghinis themselves," Mr. Undercoffler said.

According to the automaker, a client approached Polo Storico Lamborghini's division responsible for preserving its historic identity about the possibility of reconstructing the LP 500 in 2017. The original prototype was sacrificed during crash tests in 1974 and only limited archival material, including photographs and original drawings, survives.

After four years, a 1:1 scale replica has been completed. The attention to details is exemplified throughout, from the tires' tread patterns to the exact formula for the Countach's yellow shade of "Giallo Fly Speciale."

Looking back to drive forward

The automaker has been emphasizing craftsmanship in other recent efforts.

The "Inside Huracn STO" film campaign spotlights the multitude of features the Lamborghini vehicle has to offer, while providing insight from some of the automaker's leaders. In the first three episodes, drivers learn about the attractiveness of the vehicle's design and adaptability as well as the automaker's plans and goals for the future ([see story](#)).

This high degree of skill was essential for Lamborghini to recreate the LP 500.

Lamborghini was not the only marque to find inspiration in its archives for a one-of-a-kind car at Concorso d'Eleganza.

British automaker Rolls-Royce Motor Cars publicly unveiled its newest coachbuilt creation, the Boat Tail, on Oct. 2 and 3 at Lake Como.

The Boat Tail is a hand-built, one-of-a-kind automobile, akin to a vehicular version of haute couture. The commissioned car was inspired by the clients' own 1932 Rolls-Royce Boat Tail ([see story](#)).

While the Countach LP 500 is also on a one-off, the marketing around the reconstruction is still valuable for Lamborghini.

"This new car is unique literally because Lamborghini made only one of them from the ground up for a highly-valued customer of theirs; this wasn't a series of continuation models or a restoration of an existing car," Mr. Undercoffler said. "That's rare and exceedingly expensive."

"It also gives Lamborghini a chance to prove simultaneously what they're willing to do for their most loyal and discerning customers and it gives them another opportunity to market and leverage the Countach name."

