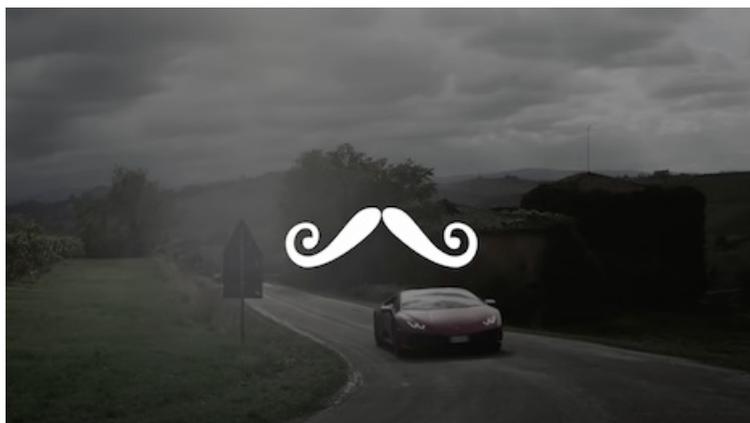


AUTOMOTIVE

Lamborghini raises awareness for men's health with Movember campaign

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Lamborghini executives discussed men's health as part of its Movember initiative. Image credit: Lamborghini

By NORA HOWE

Italian automaker Lamborghini is gearing up to celebrate Movember, an annual event when individuals grow mustaches throughout the month of November to raise awareness for men's mental and physical health.

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The marque has partnered with the **Movember** charity to raise money through Bull Runs occurring worldwide on Nov. 6. As part of the campaign to raise awareness for the cause, the brand released a short film in which its leaders discuss courage, fear, prevention, self-care and what it means to be a man.

Supporting the cause

The nearly three-minute film begins with a question: what does courage represent to you?

Lamborghini's chairman and CEO Stephan Winkelmann defines courage as the ability to face one's fears head on.

"It also means standing up and speaking out loud for what you believe in," he says.

Strategy director Stefano Rutigliano considers courage as the willingness to go beyond one's fears and weaknesses. By having courage, he believes people can transform into better versions of themselves.

Federico Foschini, chief marketing and sales officer at Lamborghini, looks to his mother as an example of courage.

"After my father's accident, she wakes up every morning with the goal of taking care of him," he says.

Brand leaders discuss what it takes to overcome fear

They are prompted with a second question: what does managing one's fear mean?

For Silvano Michieli, chief procurement officer, managing one's fears does not mean getting rid of them, but rather acknowledging their existence and using them to propel oneself forward.

"Fear is what makes us human," says Paolo Palma, chief financial officer at Lamborghini. "Overcoming fears means improving the quality of our lives."

Lamborghini ensures audiences that, no matter the circumstances of someone's life, everyone has fears.

Mitja Borkert, head of design at the brand, admits his greatest fear was losing his father. Now, more than ten years after his father's passing, Mr. Borkert says he is influenced by his father every day, carrying him in his heart in everything he does.

As the campaign aims to raise awareness for men's physical and mental health, especially prostate and testicular cancer and depression, Umberto Tossini, chief human capital officer, discusses the importance of prevention.

"Prevention is key for the lives of everyone," he says. "I lived during a period when prevention was not so key, and it has had terrific consequences on my life."

Part of prevention involves taking care of oneself, leading a healthy lifestyle and monitoring any physical or mental changes.

"Try to do things you like," says Ranieri Niccoli, chief manufacturing officer at Lamborghini. "Take time for yourself.

"If you feel better, you can act better."



Lamborghini C-suite individuals have joined the Movember movement, and encourage their customers to do the same. Image credit: Lamborghini

Since Movember specifically targets the prevention of cancer in men, one question touched on what it means to be a man.

"The values of a true gentleman are manners, respect, confidence, dressing properly and, of course, a bit of pride," says marketing director Christian Mastro.

Brands that care

People are human before they are consumers, so brands consistently aim to raise awareness and show support for charitable and important causes.

For seven years, British fashion brand Stella McCartney has produced campaigns for breast cancer awareness. This year, the brand recruited the cast of Netflix's British comedy series, "Sex Education."

The subject is personal for the label's namesake founder, as Ms. McCartney's mother, Linda, died from the disease at the age of 56 in 1998. Through a cheeky campaign encouraging breast cancer screenings, the brand brought some levity to a serious matter ([see story](#)).

In April, Toyota Corp.'s Lexus aimed to shatter a misconception about texting and driving by bringing awareness to distracted driving.

According to the National Highway Safety Administration (NHTSA), the average length of time it takes to send or receive a text message while driving is 4.6 seconds, and distracted driving claimed 3,142 lives in the United States in 2019.

Established by the National Safety Council (NSC) more than a decade ago, April is National Distracted Driving Awareness Month. To honor this, Lexus invited consumers to reflect on the choices they make while behind the wheel of their vehicles ([see story](#)).

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