

AUTOMOTIVE

Lamborghini to auction last Aventador Coup with NFT

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Lamborghini is auctioning the last of its supercars before it goes fully electric. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is auctioning its last produced Aventador Coup as an exclusive NFT in collaboration with musical artist Steve Aoki, digital artist Krista Kim and Invnt Group.

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As the marque moves to electrify its entire lineup in 2023 and 2024, its iconic super sports car Aventador is reaching the end of its run. To honor the vehicle and the brand's history, Lamborghini will auction the final Lamborghini Aventador LP 780-4 Ultimate Coup and a one-of-one NFT.

"Lamborghini and the NFT community fit together very well, as we share many values," said Stephan Winkelmann, chairman/CEO of Lamborghini, in a statement. "We are both young-spirited innovators, looking out for unexpected projects and technological solutions.

"This project is very special for us as it is a true first, a path nobody has ever taken," he said. "To collaborate with such outstanding creative minds makes it all the more special."

Supercar NFT

The collector who purchases the vehicle and NFT will have access to VIP utilities, which include exclusive virtual previews of future limited edition Lamborghini models, a private tour of the Museo Lamborghini and a virtual meeting with Steve Aoki and Krista Kim.

There will only be one collector who will own the ultimate 1:1 NFT Lamborghini collectible that can be shared across generations to come.

The auction begins on April 19

Lamborghini, Ms. Kim and Mr. Aoki are hoping to redefine the supercar and NFT space and bridge the gap between the physical and virtual worlds. According to the brand, this is the first NFT to be auctioned with a physical super sports car.

The sale will be hosted in a dedicated online auction by collector car auction house RM Sotheby's.

Ms. Kim is creating the visual artwork for the NFT, which will feature her signature gradient work. Her gradients will also appear in the customization of the physical Lamborghini Aventador Coup.

Mr. Aoki will provide the custom-developed track for the NFT, an exclusive soundtrack for the physical car inspired by the last Aventador and will consult on the design of the NFT and physical car customization.

At the beginning of the year, Lamborghini broke into the NFT space for the first time with a unique art initiative. The brand enlisted renowned Swiss artist Fabian Oefner for an art project with physical and digital components.

Called "Space-Time Memory," it consists of five pairs of physical and digital artworks celebrating both the automaker and human space exploration ([see story](#)).

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