

AUTOMOTIVE

Lamborghini explores modern masculinity in Huracn Tecnica vignette

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The Huracn Tecnica. Image credit: Lamborghini

By KATIE TAMOLA

Italian automaker Lamborghini is causing a stir with its flashy new spot for the Huracn Tecnica.

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The new short film illustrates the life of the ultimate Lamborghini driver fast-paced, glamorous and always striving for greatness. Spliced with scenes of the vehicle's features and comical anecdotes behind the mysterious nature of the Lamborghini driver, the vignette elicits admiration and awe for both the vehicle and the driver.

"This is an impressively compelling spot for Lamborghini," said David Undercoffler, editor in chief at [Autolist.com](https://www.autolist.com), San Francisco.

"It's a direct affirmation of the classic Lambo buyer: a wealthy man, full of machismo yet somewhat an introvert, who commands respect from his peers and women, and lives an aspirational life full of excitement."

In three words

Lamborghini teased its new effort on social media last week, releasing a video that urged consumers to get used to the attention that its new vehicle will generate.

The full campaign proved worth the wait.

The Lamborghini Huracn Tecnica reflects its fearless owner

What is behind a word? The short film immediately begs the question as the silhouette of a man approaches the Huracn Tecnica and a woman, practicing her boxing moves, is asked to describe the Lamborghini driver in three words.

Looking somewhat amused, she answers: courageous, indomitable and wild.

Glimpses are shown of the protagonist paragliding, maneuvering the embers of a bonfire and speeding in his Lamborghini, although his face is never revealed.

The shot cuts to another woman, sitting by a pool, beginning to describe the driver, going so far as to call him a

prince, and explaining that he is elegant and always in control. Our driver is then seen kissing a woman in the shadows as additional shots of him driving throughout a bustling city are shown.

A bartender then describes the protagonist's ideal weekend, explaining his affinity for the beach as the lime-green Lamborghini is seen driving towards that destination. A fellow track goer explains the unseen driver is also a regular at the racing establishment.

More people in the driver's life describe his rituals and attitudes he is clearly affluent and goes to exquisite destinations and fundraisers all while maintaining a vibrant social life.

While everyone interviewed in the vignette may have disparate feelings regarding and experiences with the driver, they all recognize and admire one thing about him: his Lamborghini.

Get used to the camera flashes. [#Lamborghini pic.twitter.com/uBHQY8bRCi](https://twitter.com/uBHQY8bRCi)

Lamborghini (@Lamborghini) [April 8, 2022](#)

Lamborghini teased its new effort on social media last week

An ultimate ode to the fearless and stylish persona of the Lamborghini driver, the new spot generates and fosters excitement in affluents who are looking for a vehicle that mirrors their appetite for more.

The new Huracn Tecnica holds several innovative features including a rear-wheel drive with rear-wheel steering, aerodynamic design and engineering, lightweight technologies, a new rake cooling system and extensive color and trim programs as part of the Ad Personam program.

Keeping up

An appreciation for racing is woven into the heritage of Lamborghini, with the automaker producing vehicles that align with a consumer's need for speed.

As of late, Lamborghini has gone to great lengths to convey its vehicles' speedy capabilities.

In February, Lamborghini showcased the expansive abilities and versatility of its Urus sports utility vehicle in a wintry effort.

In March 2021, the brand's Urus model set the speed record on a frozen Lake Baikal in Russia during the Days of Speed event. Lamborghini celebrated this feat through an emotionally captivating film campaign ([see story](#)).

Lamborghini continues to appeal to those who solely seek thrills and independence from their luxury automobiles.

Last August, Lamborghini highlighted the unique versatility of the Huracn STO with an inviting series.

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](#)).

With spots recent and of the past, Lamborghini continues to establish itself as a renowned brand, producing vehicles of quality that align with fast-paced, invigorating lifestyles.

"This film is effective in that it's over-the-top and positions the Lamborghini owner as a larger-than-life, sophisticated, man of mystique, much like an action hero," said Julie Blackley, communications manager at [iSeeCars](#), Boston.

"It is able to be tongue-in-cheek, while still capturing the essence of the brand," she said. "Rather than having a celebrity spokesperson, it features a hypothetical person as the driver who is never shown, which puts more emphasis on the vehicle."