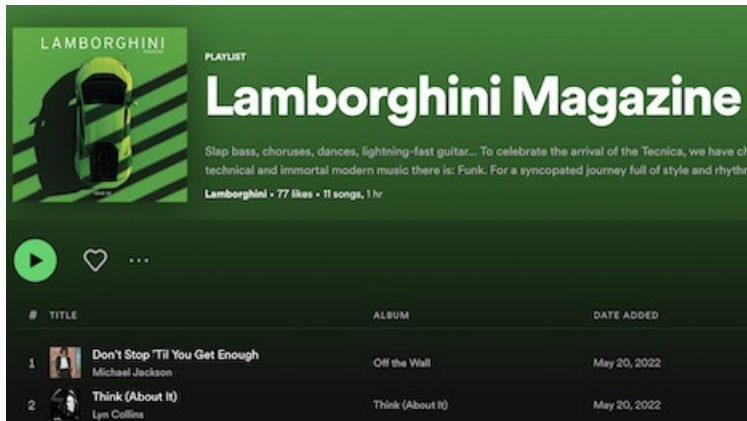


Lamborghini celebrates new model with music, posts Spotify playlist

August 5, 2022



The branded playlist includes 11 total songs, all of the funk variety and available on Spotify. Image credit: Spotify

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** is celebrating an exclusive car launch using an inclusive medium: music.

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The luxury sports car line is promoting its most recent arrival, the Huracn Tecnica, with timeless tunes, curating a playlist for Swedish music streamer Spotify's popular platform. A revamped 30th edition of the brand's publication, Lamborghini Magazine, also honors their latest launch.

Funk fusion

Lamborghini is ushering in a new car model to the sounds of "Don't Stop Til You Get Enough" by Michael Jackson, "It's Your Thing" by the Isley Brothers and "Make It Funky" by Maceo Parker.

The bass and guitar-heavy branded playlist includes 11 total songs, all of the funk variety. The genre was chosen due to its status as "the most technical and immortal modern music there is" and offers a "syncopated journey full of style and rhythm", according to the playlist's description.

The genre we chose to celebrate the 30th issue of the exclusive Lamborghini Magazine and the launch of Huracn Tecnica? The timeless tunes of Funk.

Check out our playlist.

[#Lamborghini](#) [#HuracanTecnica](#)

CO2 Emission and Fuel consumption combined: <https://t.co/MLO6PIjE6Y>

Lamborghini (@Lamborghini) [August 4, 2022](#)

The brand's editorial undertaking, a coffee table book distributed to VIPs in limited circulation, offers its readers a biannual blend of car, culture and lifestyle content. The restyled cover of its 30th edition matches the Tecnica's distinctive lime hue, particularly fitting considering its streaming partner's signature green shade.

A tweet promoting both the playlist and new magazine edition notably links to a page detailing carbon emission and fuel consumption figures for various Lamborghini models.

The magazine's 30th edition is not the only milestone Lamborghini has reached as of late.

The automotive company reported record profits this week, generating a revenue of 1.33 billion euros, or \$1.36 billion at current exchange, a 30.6 percent increase year-over-year ([see story](#)).

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