

AUTOMOTIVE

## Lamborghini looks to connect car enthusiasts, company executives with new podcast

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*Out today, the brand's new podcast series will speak to those involved within the corporation, as well as those outside of the realm of cars. Image credit: Lamborghini*

By ZACH JAMES

Italian automaker Lamborghini is revving up its offerings.

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Out today, the brand's new podcast series, titled "Beyond: A Lamborghini Podcast," speaks to those involved within the corporation, as well as those outside of the realm of cars. Its inaugural episode features a conversation with the company's chairman and CEO Stephan Winkelmann.

Candor and conversation

Hosted by Lamborghini's director of communications Tim Bravo and broadcaster Giulia Salvi, best known for her work at Virgin Radio Italy, the audio series investigates "what it means to go further than expected."

Granting a fresh point of view on the storied brand, the first episode, titled "Going beyond, with Stephan Winkelmann," fittingly focuses on the label's CEO. The leader has served in the post since 2020, previously holding it from 2005 to 2016.

Mr. Winkelmann speaks on multiple topics ranging from what the Lamborghini name means to him to the process of electrification.

*The program places personal history front and center in the latest episode*

"When you engage yourself for such a long period of time in the same company, for sure you are part of the history of the company and also of the history of the product," says Mr. Winkelmann, in the podcast episode.

"You have a huge responsibility because we are small [and] the investments are high, so you cannot afford to make any mistakes," he says. "Now we have to ferryboat the company in this transition phase, which is really a revolution, from internal combustion engine cars to plug-ins and then maybe, with all the opportunities and challenges, to [fully] electric cars."

The long-tenured executive, who Mr. Bravo notes is the longest-serving CEO in the company's 60-year history, voices just how different the automaker's operations are now from when he started 18 years ago.

The journey to electrifying its fleet has been long and hard, according to the administrator. The "Direzione Cor Tauri" sustainability strategy is being implemented in an effort to bring forth electric vehicles (EVs), taking into account funding and future plans.

Starting with plug-in hybrids Lamborghini recently brought its flagship hybrid Revuelto to market ([see story](#)) the company aims to revamp all models throughout 2023 and the year following, eventually transferring over to EVs completely from 2028 onward.

Join us for the inaugural episode of Beyond: A Lamborghini Podcast. As we step into the world of electrification, we talk to Stephan Winkelmann about the thrill of hybridization, his automotive experiences, and his personal relationship with the brand. [#Lamborghini](#)

Lamborghini (@Lamborghini) [July 11, 2023](#)

"This was something [that] we needed to communicate in a very consistent way and in a credible way," says Mr. Winkelmann, in the episode.

"So, the idea was to transfer going from plug-in hybrids in the new cars coming out this year and the next year by having a simple equation," he says. "The cars should be [better] performing than the generation before, but also more sustainable."

He goes on to state that this transitional period is the most costly endeavor the company has ever undertaken, potentially reaching upwards of \$2.2 billion to electrify its entire fleet of vehicles. Its first EV, planned to release in 2028 or 2029, will cost the automaker an additional \$880 million.

This first episode is available to stream now on Apple Podcasts, Spotify, YouTube and at <https://www.lamborghini.com/en-en/podcast/going-beyond-with-stephan-winkelmann>. Further installments will be released on a monthly basis and discuss topics ranging from design to music.

#### Podcast revolution

Released alongside Lamborghini's 60th anniversary ([see story](#)), this podcast collection is the latest in luxury's long line of releases.

In the last year, multiple maisons have debuted at least one audio-based series, with Italian fashion label Gucci ([see story](#)), Italian fashion house Dolce & Gabbana ([see story](#)), French fashion house Dior ([see story](#)) and German automaker BMW ([see story](#)) all participating.

A continuous surge in the medium's adoption has led to more than half of professional podcasters calling the space oversaturated ([see story](#)). Those in the profession are also working for corporate entities' audio endeavors at an increasing rate, spotlighting the compounding effect of traditional companies in the space, luxury included.