

MOBILE

## Blancpain, Lamborghini target auto enthusiasts with racing app

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By RACHEL LAMB

Watchmaker Blancpain in addition to automakers including Lamborghini, McLaren, Ferrari and Porsche are gaining visibility through the Blancpain GT application for the endurance racing competition.

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**Luxury Daily**

The Blancpain GT app was developed to give consumers live results from racing events and is sponsored by the Swiss watchmaker. The app is available for free in Apple's App Store.

"This app adds more value to Blancpain than Lamborghini due to the app name and image and content," said Simon Buckingham, CEO of [Appitalism](#), New York. "The app is targeting racing fanatics as it includes lots of events and races at a detailed level appealing to enthusiasts rather than casual racegoers."

Mr. Buckingham is not affiliated with Blancpain, but agreed to comment as an industry expert.

The [Blancpain Endurance Series](#) did not respond before press deadline.

[Click here to download the app.](#)

Off to the races

The Blancpain app gives consumers access to many events including the FIA GT1 World Championship, GT3 European Championship, the Blancpain Endurance Series, Clio Cup, Mit Jet, Classic Endurance Racing, Race Car Nascar TS, Lamborghini Blancpain Super Trofeo, Blancpain Revival Series, Cooper Tires British F3 International Series, Belgian Historic Cup Group 1 and 2, Test Bronze Drivers, Touring Cars Div. 4 + LCEE and the Vizio Porsche GT3 Cup.

Consumers are given live access to all of the results in the app, which is divided into events.



*List of events in the Blancpain GT app*

Clicking on a specific event brings up stats including team driver, times and laps to go.

The races in Europe are trafficked by ultra-affluent consumers and auto enthusiasts.

Luxury automakers use these opportunities to increase visibility and to define their vehicles as objects of speed, agility, performance and mechanics.

Labels racing in the series include Lamborghini, McLaren, BMW, Mercedes-Benz, Porsche, Jaguar, Ferrari and Audi, which is a sponsor of the Blancpain series.

Both Blancpain and Lamborghini posted a link to the App Store where consumers can download the app. Indeed, Blancpain has dedicated an entire section of its Facebook page to the race.



### *Lamborghini's post on Facebook*

Automakers and Blancpain will likely gain visibility through this app, per Mr. Buckingham. This will likely spur interest in the brands and at least draw attention to the race.

### Lapping the competition

Quite a few brands have used sports sponsorship opportunities to connect with an ultra-affluent audience.

For example, Swiss watchmaker Tag Heuer is using brand ambassador and racecar driver Lewis Hamilton as the focus of a new digital project from the brand titled "The Ultimate Lap."

The watchmaker released a teaser video on its YouTube channel and has created a Facebook tab dedicated to the racing project ([see story](#)).

In addition, Hugo Boss ran the "Dress Me For the Finale" contest in celebration of its 30-year partnership with McLaren that let consumers design racing overalls that drivers Lewis Hamilton and Jenson Button wore at the Formula 1 grand finale in Sao Paulo, Brazil last year ([see story](#)).

Sponsorships can definitely help brands that are aiming to aligning their core values and interests with affluent consumers while at the events.

Indeed, the app can also help gain visibility and get people talking about the race and about the brands that are involved in the series.

“The profile of an iPad user and many iPhone users will correlate with a luxury brand’s target customers and audience, so this is another opportunity for brand engagement,” Mr. Buckingham said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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