

MOBILE

Lamborghini fetes 50th anniversary with iPad app

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By JOE MCCARTHY

Italian automaker Lamborghini is celebrating its 50th anniversary with an iPad application that details the brand's development throughout the decades and provides interactive content.

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Users gain a cumulative knowledge of the brand's journey as they slide through the app and then are spurred to start their own journey with Lamborghini. By including different types of content at each stage of the app, the brand will likely be able to engage fans with varying degrees of emotional investment.

"Lamborghini has achieved a century of innovation in half the time, and this 50th anniversary app signifies Lamborghini's race toward the future, with the 'Bull's' stance grounded firmly in the brand's rich history," said Drew Milford, account executive at Centigrade, Los Angeles.

"Advancements in technology have always been front-and-center when it comes to Lamborghini's vehicles, so it's no surprise the Italian marque would produce a powerful iPad app to represent their 50 years of progress," he said.

[Centigrade](#) is a public relations firm that represents [Lamborghini](#).

Then and now

The app was created with the help of [Motor Trend Magazine](#) and can be downloaded for free from the App store at: <https://itunes.apple.com/us/app/motor-trend-news/id351260907?mt=8>.

A brief video with ceremonious music plays as fans open the app. Users slide through pages that are chronologically ordered.



Lamborghini app

The first slide describes Ferruccio Lamborghini's rise from the founder of an agricultural equipment manufacturer to his vision for Lamborghini.

Five pages follow that chronicle the major activities of the first five decades of Lamborghini's history. Each of these slides include a brief overview, a video illuminating an important aspect of the brand, an interactive timeline and an image gallery.

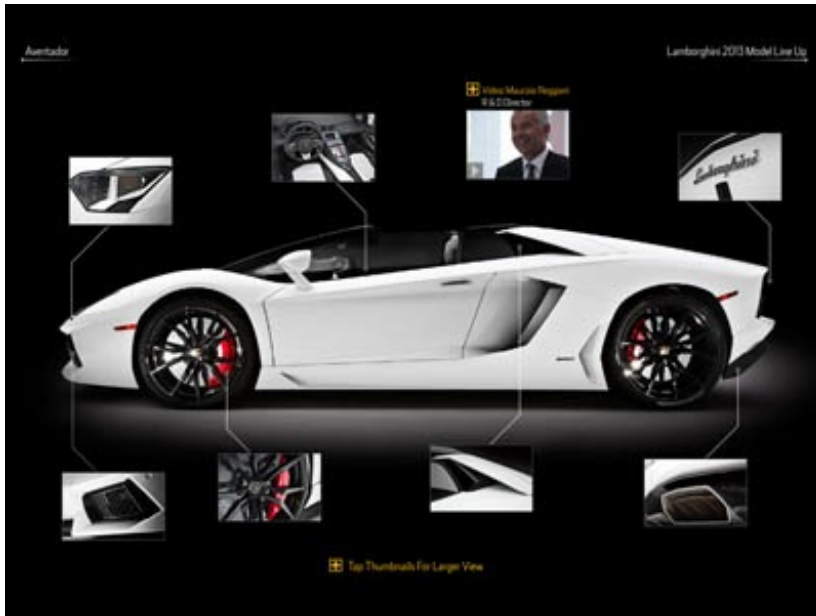
Users learn that at the end of the 1990s Volkswagen Group orchestrated the purchase of Lamborghini and placed it under control of luxury subsidiary Audi.



Lamborghini app

The video in this section features Lamborghini's CEO Steven Winkelmann discussing the advancements made during the 1990s and during his reign since 2005.

After learning about the brand's achievements and struggles, users can survey the details of different models. Each image allows for various viewing angles and zooming capabilities.



Lamborghini app

Another page describes the "Lamborghini Life" with the use of images, videos and event-related information. The brand's ambitions for the next 50 years mainly include expanding technological innovations and safe engineering.

The final page includes a wrap-up video that spurs fans to reach for the extraordinary and invites users to share the app on social media platforms.

Milestones

Other luxury automakers are celebrating key brand milestones and figures this year.

For instance, Bugatti Automobiles is celebrating six brand legends with limited-edition vehicles to evoke an appreciation for the company's history.

Les Légendes de Bugatti will honor these figures at events over the next year, starting with Jean-Pierre Wimille. Distilling a history in segmented events gives fans and consumers multiple opportunities to interact with the brand ([see story](#)).

Also, Jaeger-LeCoultre and Aston Martin are feting their decade-long partnership with three exclusive timepieces as the Swiss watchmaker celebrates its 180th anniversary and the British sports car manufacturer commemorates its centenary this year.

The brands designed three exclusive timepieces to celebrate the anniversary of their partnership and filmed a joint video which urges enthusiasts of both to "follow the drive" and feel apart of the anniversary celebration. Partnerships such as this one can help

brands cross-promote to each others' customers and reach a wider audience ([see story](#)).

Lamborghini's celebratory app diverges from other tactics because of its ability to reach a wider audience and its emphasis on the future.

"Motor Trend's contribution to the development and distribution of the iPad app will certainly help attract new fans, in addition to Lamborghini's already dedicated fan base," Mr. Milford said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/6hbg4JbEoi4](http://www.youtube.com/embed/6hbg4JbEoi4)

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