

INTERNET

Lamborghini builds brand community through race live-streams

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By JOE MCCARTHY

Italian automaker Lamborghini is targeting aspirational consumers and racing enthusiasts by live-streaming Sept. 21-22 the Lamborghini Blancpain Super Trofeo race at the Nürburgring racecourse in Germany.

[Sign up now](#)

Luxury Daily

The brand is providing dedicated fans with moment-to-moment video and multimedia pertaining to the weekend's races. The Nürburgring races mark the sixth round of the Lamborghini Blancpain Super Trofeo 2013 Europe series and granting fans comprehensive access to the activities will likely strengthen its brand community.

"The live streaming of the race is a powerful move to build strong brand communities," said Bill Aurnhammer, CEO of [Aurnhammer](#), New York.

"It will impress the six million Facebook fans who are hungry to be engaged," he said.

Mr. Aurnhammer is not affiliated with Lamborghini, but agreed to comment as an industry expert.

[Lamborghini](#) was unable to comment by press deadline.

An edge for all

The Lamborghini Blancpain Super Trofeo is a series of one-brand championships occurring in North America, Europe and Asia. Drivers compete in identical Lamborghini Cup cars derived from the Lamborghini Gallardo LP570-4.

Professional and amateur teams both participate and gain points depending on their finishes throughout the various rounds.

On the brand's Facebook page fans are invited to sign up for this weekend's live-streaming event.



Live Streaming Lamborghini Blancpain Super Trofeo from Nürburgring [Page Events](#) [Join](#) [Maybe](#)

Lamborghini's Facebook page

On the event's Web site, fans can learn about items such as news pertaining to the races, competing drivers, circuits, results and standings.

The Nürburgring Gran Prix Circuit hosted its first races in 1927 and is located in the mountains of the Eifel region.



Nürburgring Gran Prix Circuit layout

Due to its dangerous layout with very high average speeds, trees surrounding the track and virtually no run-off areas, the 22km-long track earned itself the nickname "Green Hell," according to the brand.

To solve the safety issues, in 1984 a new, safer track was built, the GP-Strecke. Thanks to the abundance of low and mid-speed corners, the new layout is deemed as very technical, but the lack of high-speed sections and heavy braking zones means that overtaking is very difficult.

The five earlier race locations were Italy, Britain, France and Belgium. The world final

will take place in Italy.

Click-to-join communities

Luxury automakers use a variety of methods to build brand communities on social media.

Many automakers rely upon recurring contests and trivia to remind consumers of their legacies and build social communities, but could these posts dilute their reputations?

Since resource-intensive social media ventures cannot be staged daily, it can be helpful for brands to broadcast history with fast-paced trivia. However, it is important to ensure that this practice does not slide into a gimmicky sideshow that distracts from the brand's luxury status ([see story](#)).

Rather than inventing new content, finding ways to bring traditional events to social media can help Lamborghini bridge the gap between young and old consumers.

"The streaming doesn't necessarily translate into sales for such a luxury and aspirational brand, but it will definitely fascinate Lamborghini's most loyal customers, which in turn reaffirms the brand image," Mr. Aurnhammer said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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