



## **Samsung and Lamborghini come together to create the first virtual driving experience**

**At the Geneva International Motor Show, Lamborghini Huracán LP 610 and Samsung Gear VR will be transporting visitors into a completely new driving dimension**

**Geneva, March 5, 2015** - The best of **Samsung Gear VR** and **Lamborghini Huracán** innovation will be accompanying Geneva International Motor Show 2015 visitors to a driving experience that will immerse them in a totally different virtual reality dimension, one where they can enjoy the thrill of speed and fulfil the dream of being a racing driver in a unique and unforgettable way.

With Samsung Gear VR visitors to the Geneva International Motor Show will be transported into a sure-fire, exhilarating dimension which will make them feel as if they are really driving the Lamborghini supercar, immersed in the sounds, colours and images as if it were the real thing.

By getting into the car and putting on the Samsung Gear VR headset visor with Oculus technology, you can go on a virtual trip and experience the incredible sensation of driving a Huracán.

The first of the unique and unforgettable experiences with which Samsung Gear VR and Lamborghini Huracán will amaze car enthusiasts is *Sport*, a route full of bends along the cliff edge of the Amalfi Coast. Other exciting contents will then be made available: *Strada (Road)*, a journey to discover the wonders of the town of Amalfi, and *Corsa (Race)* to experience the thrill of speed on the Imola racing track and feel like a real professional racing driver.

Samsung Gear VR is available in *Frost White* from Samsung Shop at the recommended retail price of €199  
<http://www.samsung.com/it/shop/>

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### **Automobili Lamborghini S.p.A.**

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in North-eastern Italy. The Lamborghini Huracán LP 610-4, which made its world debut at the Geneva Motor Show in 2014, is the successor to the Gallardo and, with its innovative

technology and exceptional performance, it redefines the driving experience of luxury super sports cars. The Coupé and Roadster versions of the Aventador LP 700-4 are the new benchmark in the world of luxury super sports cars with the V12 engine. With 130 dealerships throughout the world, Automobili Lamborghini, in just over half a century, has created a continuous series of dream cars, including the 350 GT, Miura, Espada, Countach, Diablo, Murciélago, and limited series such as Reventón, Sesto Elemento and Aventador J. The Egoista and the Veneno, in the Coupé and Roadster versions, were created to celebrate the brand's 50<sup>th</sup> anniversary year in 2013.



For more images and videos, visit:

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For more information on Automobili Lamborghini, visit the Web site at:

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