



Press Release

Lamborghini Magazine with augmented reality for the first time

Sant'Agata Bolognese, 30 June 2016 - Lamborghini Magazine, the brand's glossy and multiple award-winning six-monthly publication, will get for the first time augmented reality content starting from Issue 18. Its pages are now enriched with digital elements thanks to an enhanced reality app, "Lamborghini AR", which can be downloaded free of charge from Apple Store and Google Play Store.

When readers aim their smartphones or tablets at the corresponding symbol they can now access significant additional content from the magazine's pages, which come alive with videos and images to offer a unique interactive digital experience.

In Issue 18 the editorial by Stefano Domenicali, Chief Executive Officer of Automobili Lamborghini, is completed by a video message to readers, while the test of the Aventador in Scotland lets the reader experience all the excitement of driving the Lamborghini super sports car from the driver's perspective. Extra contents take the reader to a front-row position at the launch of the Huracán Spyder in Miami and on a trip sitting in the exclusive interior of the Centenario, the limited series created to celebrate the 100th anniversary of founder Ferruccio Lamborghini's birth.

For other photos and video material, please visit our website:
media.lamborghini.com

For more information on Automobili Lamborghini, please visit:
www.lamborghini.com

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