



Press Release

**Dreamforce 2018:  
Automobili Lamborghini launches new app in collaboration with  
Salesforce to achieve new level of customer experience**

*Sant'Agata Bolognese/San Francisco (CA), 28 September 2018* - Automobili Lamborghini presents its new customer app, 'Lamborghini Unica', during Dreamforce 2018, the leading event for Customer Experience Innovation and Transformation in San Francisco.

The new Lamborghini Unica app is a digital evolution of customer experience, realized in collaboration with Salesforce, the global leader in Customer Relationship Management. It delivers a more personalized customer service across digital touchpoints, cleverly mixed with Lamborghini's unique brand experience. A digital journey for the customer, Lamborghini Unica allows owners to manage their vehicles and fully embrace the Lamborghini lifestyle through experiences, news and events.

Features include exclusive access to information such as private virtual previews of new Lamborghini models or real-time pictures about the production status of the new Lamborghini Urus.

"At Lamborghini, we are focused on creating innovative products that stand the test of time while upholding the inimitable character of Italian culture," said Federico Foschini, Chief Commercial Officer of Automobili Lamborghini. "Experiential excellence is also in the detail, and we chose Salesforce to build outstanding digital experiences for our customers that hold true to our brand."

Dreamforce 2018 takes place in San Francisco from 25 to 28 September, comprised of 2,700 working sessions, and 170,000 attendees.

Photos and video material: [media.lamborghini.com](http://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](http://www.lamborghini.com)

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