



Media Information

Lamborghini sets records on social media in 2018 - We've found the “#RealLover”

Sant'Agata Bolognese, 8 January 2019 – Automobili Lamborghini concluded 2018 with exponential growth of its fan base on social media channels. Published content attracted more than 32 million enthusiasts to the brand from all over the world, many of whom are very young.

The most widely-followed Lamborghini channel is Instagram, where the number of followers increased by 46% to 16.6 million in 2018. Meanwhile, Lamborghini's YouTube channel experienced the biggest growth last year, with a 51% hike to more than 821,000 subscribers.

The Sant'Agata Bolognese-based company brought 2018 to a close with a “#RealLover” video for its community of devotees. Children were the stars as the search for a “Real Lamborghini Lover” took place in a toy shop. In just two weeks, the video picked up more than 8 million views on YouTube, Instagram and Facebook with a huge number of interactions.

On Christmas Eve, a number of children were told that the store had sold out of model Lamborghinis. They were offered models of other brands instead but one boy refused to settle for anything else. Awaiting him outside the toy shop was a most unexpected and exciting surprise: a real Aventador SVJ, with official Lamborghini driver Marco Mapelli at the wheel, ready to deliver a very special gift for him.

[Link to the video on YouTube](#)

[Link to the video on Instagram](#)

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





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