



Media Information

Automobili Lamborghini is on TikTok

The House of the Raging Bull is the first luxury super sports car manufacturer to join the social network

Sant'Agata Bolognese, 2 November, 2020 - Automobili Lamborghini is the first company in the luxury sports car industry to join TikTok, creating its official profile @lamborghiniofficial (<https://vm.tiktok.com/ZSXNTMDB/>), for this social network, a platform targeted at the so-called Generation Z and Millennials for the creation and sharing of short videos.

Lamborghini's highly successful social media strategy now moves forward with the clear goal of involving very young audiences through an unusual, fun, engaging, and entertaining way of telling the story of the brand. The content design and development will also draw on the contribution of some creators, and Lamborghini's TikTok channel will be the place where young people can learn about the brand in a more "fun" way, though always in keeping with its positioning as an innovative and elegant brand.

Automobili Lamborghini has a strong presence on the main social networks, with excellent numbers and a fast-growing audience of enthusiasts, showing the company's strong focus on social media communication. Instagram is Lamborghini's most successful social network, where in just one year its followers have grown from 23 million to 28 million, ranking it at the top of the list of the most popular luxury super sports car brands on this social media platform. On Facebook Lamborghini has 12.9 million followers, and on YouTube the number of enthusiasts has grown from 1.1 million to the current 1.6 million. And today, by joining TikTok, Lamborghini continues to drive forward its strategy and growth targets: in just one weekend with its first ever TikTok video, Lamborghini reached astounding results: 3 million views and 27% engagement.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com





Media Information

Automobili Lamborghini S.p.A. Headquarters

Chief Marketing & Communication Officer
Katia Bassi
T +39-051 9597611

Head of Communication
Gerald Kahlke
T +39 051 9597611
gerald.kahlke@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product Media Events & Brand Extension
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jic.uk.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com