



Lamborghini adopts what3words in all Huracán models

In a world first, Huracán¹ models will feature what3words navigation offline and via Alexa from mid-2022

Sant'Agata Bolognese, 10th November 2021 - From mid-2022 the Lamborghini Huracán range will become the first to integrate what3words, fully enabled by Alexa. With the innovative global addressing technology, drivers can navigate precisely to exclusive spots and hidden gems using only 3 words. With voice set to be the way we communicate with cars, this partnership signals a disruptive move to combine the best user experience with the slickest and most innovative technology. Luca Giardino, Head of Connectivity at Lamborghini, comments: *"The future of mobility demands the most advanced technology, and that is why today Lamborghini is announcing the roll-out of what3words. Our drivers can experience the most seamless way to navigate by voice."*

What3words location technology is changing the way we approach addressing. It has divided the globe into 57 trillion 10ft squares and given each one a unique combination of 3 words: a what3words address. For example, drivers can enter [///usual.trying.highs](#) to navigate to the exact 3 meter square that offers the best view of the Golden Gate Bridge in San Francisco. The system will also work entirely offline. Chris Sheldrick, CEO and Co-founder of what3words adds: *"Traditional addresses aren't suitable for voice input, and a lot of the time, the best spots don't have an address at all. Together, what3words and Alexa offer the perfect solution for navigation, and with that a top of the range experience. Lamborghini drivers can now explore off the beaten track, or find a VIP entrance to an exclusive venue with just 3 words."*

The Lamborghini Huracán range is all about performance, control, and innovation. The cars are equipped with the latest technology for great performance, and navigation is no exception. Lamborghini is the first automotive brand to incorporate Amazon Alexa's Complete Control, and the integration with what3words allows users to navigate to a precise 3 meter square with a simple voice command. Global car companies, logistics providers and mobility apps, including Mercedes-Benz, Tata Motors, Lotus, Ford, Addison Lee, Hermes and Cabify, adopted what3words' technology. The what3words app is free to download for both [iOS](#) and [Android](#) and works offline in multiple languages - making it ideal for use in areas with an unreliable data connection. What3words is also available on browsers via an [online map](#).

About what3words

Find your what3words address [here](#).

Co-founded in London in 2013 by Chris Sheldrick, what3words is the simplest way to talk about

¹ Fuel economy and emissions figures for the Huracán EVO - Combined fuel consumption: 13.7 l/100km; Combined CO₂ emissions: 332 g/km (WLTP)



Media Information

location. The system covers the entire world, never needs updating, and works offline.

A what3words address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as ride-hailing apps or e-commerce checkouts. It is optimized for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to what3words addresses in over 50 languages to date. Millions of what3words addresses are in use around the world, with thousands of businesses using them to save money, be more efficient and provide a better customer experience. What3words is integrated into apps, platforms and websites, with just a few lines of code. Products are available for free or for a nominal fee for qualifying NGOs. Its partners include Mercedes-Benz, Triumph Motorcycles, Premier Inn, the AA and many emergency services across the world.

What3words has a team of over 100 people, across offices in the UK, USA, Germany and Ulaanbaatar Mongolia. The company has raised over £100 million in capital from investors such as Intel, Aramex, Deutsche Bahn, Subaru and the Sony Investment Fund.

Photo e video: media.lamborghini.com

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