



INSPIRED STORY

Ferruccio Lamborghini |
Lamborghini



EVERYONE OF US KNOWS THE MAJESTIC CARS THAT ARE BEING PRODUCED BY THE ITALIAN AUTOMAKER LAMBORGHINI, BUT THE SUCCESS STORY OF FERRUCCIO LAMBORGHINI WHO FOUNDED A MANUFACTURER OF HIGH-PERFORMANCE SPORTS CARS IS NOT SO WELL KNOWN TO THE PUBLIC.

FERRUCCIO ELIO ARTURO LAMBORGHINI WAS BORN ON APRIL 28.1916 UNDER THE ZODIAC SIGN OF TAURUS, HIS PARENTS WERE FARMERS BUT FERRUCCIO SOON DECIDED HE WANTED TO DO SOMETHING WITH MECHANICS. HE STARTED WORKING ON HIS FATHER'S TRACTOR OUT OF INTEREST AND WAS ABLE TO ATTEND A TECHNICAL SCHOOL IN BOLOGNA LATER ON.



A dark, semi-transparent image of a Lamborghini tractor, specifically a model RB.270, is shown. The tractor is white with black accents and large, treaded tires. The word 'Lamborghini' is visible on the side of the hood. The text 'TRACTORS?!' is overlaid in large, white, bold, sans-serif font in the upper center of the image.

TRACTORS?!

- Ferruccio was originally a farmer who made tractors. His business was very successful and he was among the most wealthy in Italy. He owned Ferrari among other super cars. The Ferrari used to give him constant trouble. Being a mechanic, he tried to fix the problem and found out that his Ferrari had the same clutch as used in one of his tractors.



LAMBORGHINI EXHIBITION

IMPORTANT DECISION

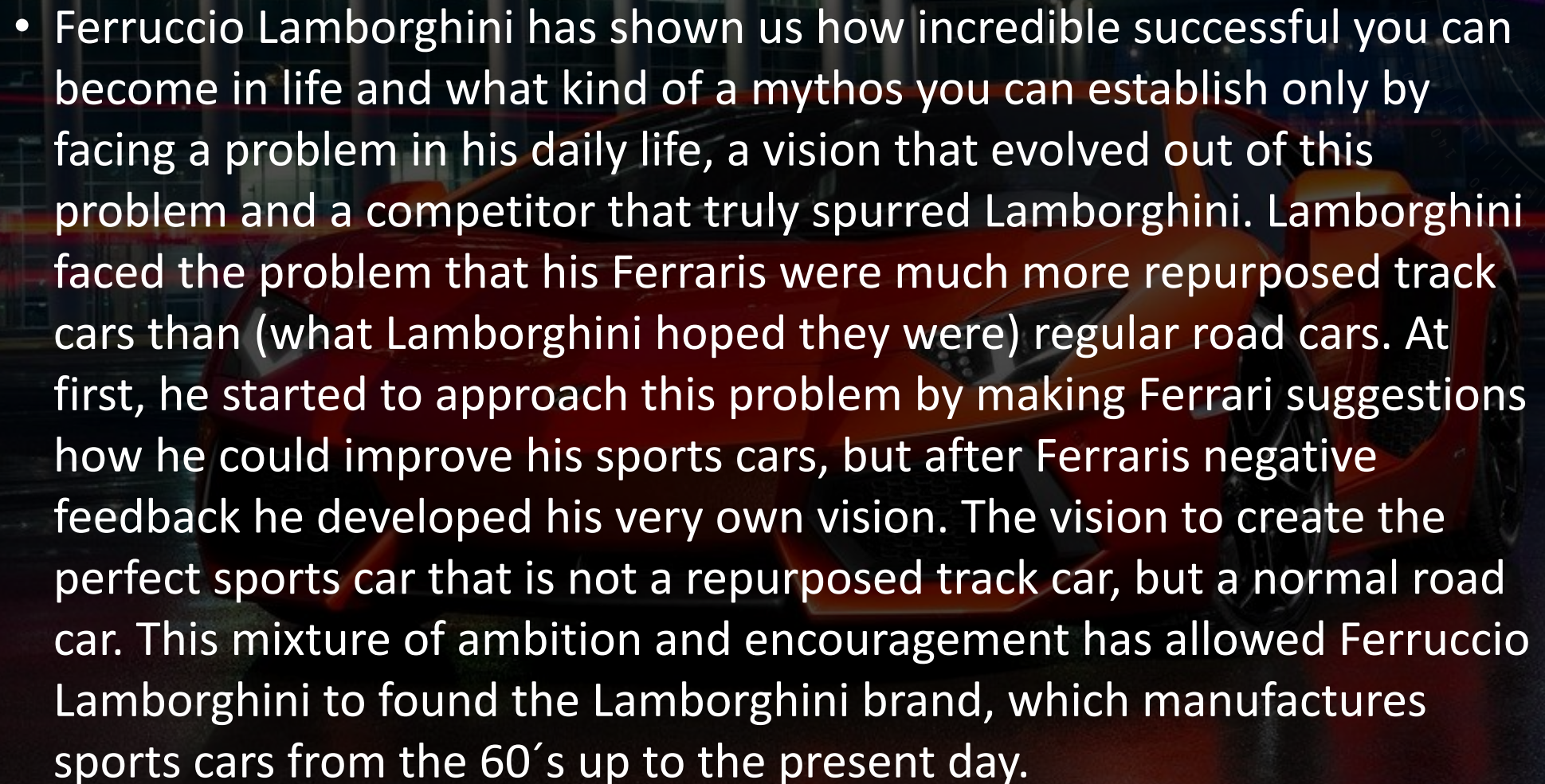
- Ferruccio went to the service guys regularly to have a clutch rebuilt or renewed, and every time, the car was taken away for several hours and he was not allowed to watch it being repaired. The problem with the clutch was never cured, so Ferruccio decided to talk to Enzo Ferrari. He had to wait for him a very long time.

FERRARI OR LAMBA?



Ferrari vs. Lamborghini

- 'Ferrari, your cars are rubbish!' Ferruccio complained. Il Commendatore was furious. "Lamborghini, you may be able to drive a tractor but you will never be able to handle a Ferrari Properly.' This was the point when he finally decided to make a perfect car. Yes, Lamborghini.

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- Ferruccio Lamborghini has shown us how incredible successful you can become in life and what kind of a mythos you can establish only by facing a problem in his daily life, a vision that evolved out of this problem and a competitor that truly spurred Lamborghini. Lamborghini faced the problem that his Ferraris were much more repurposed track cars than (what Lamborghini hoped they were) regular road cars. At first, he started to approach this problem by making Ferrari suggestions how he could improve his sports cars, but after Ferrari's negative feedback he developed his very own vision. The vision to create the perfect sports car that is not a repurposed track car, but a normal road car. This mixture of ambition and encouragement has allowed Ferruccio Lamborghini to found the Lamborghini brand, which manufactures sports cars from the 60's up to the present day.