

Essay from the bold pastor

#84 - Lamborghini -

I recently realized that the Ferrari dealership in my neighborhood had changed to a Lamborghini dealership. Speaking of Lamborghini, they're celebrating their 50th anniversary this year and had an extravagant memorial event at their headquarters in Sant'Agata Bolognese. Their fans from all over the world attended the event and showed their loyalty. Somehow, the recollection of that news seemed to explain the dealership change in my community.

As you all know, Lamborghini is known for its "Raging Bull" logo and has been fascinating everyone who sets his/her eyes on its cars, not to mention luxury car enthusiasts. Surprisingly, the company started as a farm tractor manufacturer. Their tractors were economically efficient and became a must-buy among farmers. Then, they expanded their business to manufacture boilers and air conditionings and succeeded in those sectors as well.

The founder, Ferruccio Lamborghini, always had a thing for cars. With the enormous fortune earned from his business, he bought one luxury car after another, including Maserati and Mercedes Benz. He owned many Ferraris, the symbol of wealth, among others. However, Ferraris were full of flaws. They were either too small or too hot inside, or they lacked power. Most of all, failure of the clutch was a big headache. Irritated, Ferruccio took one of his Ferraris to his tractor factory and disassembled the clutch. What he found out was that it was the Borg & Beck clutch, the same kind that was used for his tractors, and that Ferrari was charging ten times more for it. Being a skilled mechanic, he fixed the problem easily. He also improved the carburetor and exchanged the-then SOHC engine to DOHC. This was the birth of the special Ferrari that's faster than original Ferraris as well as Ferruccio's first step toward becoming a luxury sports car manufacturer.

The company has been introducing elegant cars to the world in honor of the founder's remark, "I want to make cars comfortable enough that ladies on the passenger seat won't have to worry about their makeup smudge or smear." The car manufactured in memorial of the 50th anniversary, however, is named "Egoista," and is "the car to satisfy the company's ego and not the customers" according to their chief designer, Walter De Silva. They made only one Egoista and don't intend to sell it. The founder wanted to make machines for the public and pursued passengers' comfort. Why change that mission now?

My heart rejoices in the Lord; in the Lord my horn[a] is lifted high. My mouth boasts over my enemies, for I delight in your deliverance.
1 Samuel 2:1

This is a prayer celebrating a victory. There are horns in the Lamborghini's logo. Horns symbolize power and control in the Bible. Yet, it doesn't mean that you can use the power as you please but that people who gained power celebrate the God's mercy. In other words, people with power shall love God and others and use the power to achieve justice. Therefore, the bible doesn't deny controlling the world or conquering a country. The problem lies in human's ego to use the power for their own greed. That ego is a sin. Tracing back Lamborghini's history, I see the epitome of sin, a part of human nature. We shall not forget that Jesus Christ came down to earth and sacrificed himself because of that sin.

6-13-2013

