



## Lamborghini Urus - The SUV super athlete

- **Lamborghini presents SUV concept vehicle with extreme performance**
- **Unique, powerfully dynamic design, interior with carbon fiber innovations such as Forged Composite®**
- **Breathtaking dynamics thanks to 440 kW / 600 hp and lightweight design technology; best in class CO<sub>2</sub> figure among the competition**

At the 2012 Beijing Motor Show, Automobili Lamborghini presents the ultimate super athlete in the SUV segment. With the Urus concept car, Lamborghini is completely redefining dynamics and design in this category. The Urus combines unique design, a fascinating interior and outstanding performance with versatility and everyday usability.

Output of around 440 kW / 600 hp and Lamborghini's excellent know-how in the field of lightweight design technologies guarantee breathtaking dynamics. At the same time, the Urus will offer the lowest CO<sub>2</sub> figure of all comparable vehicles. As an SUV concept with four generous seats, a versatile luggage compartment, variable ground clearance and, of course, permanent all-wheel drive, the Urus delivers unique driving fun with virtually no limitations. The interior, too, matches the standards of this super athlete with innovative materials featuring carbon fiber technology like the patented Forged Composite®.

The luxury SUV segment is successful worldwide and promises continued strong growth - a luxurious and powerful SUV is the most emotional way to drive a four-door vehicle equipped to meet all the demands of everyday mobility and yet enjoy refined driving fun. The Urus means that a Lamborghini can now be used by a household as its primary car. This expands the brand's customer base enormously - appealing to families and to the drivers of Lamborghini super sports cars who have thus far driven SUV models from other brands. Target markets are primarily the USA, the United Kingdom, Germany, Russia, the Middle East and China. The annual production volume could conceivably be around 3,000 vehicles.

*"The Urus is a very concrete idea for the future of Lamborghini - as a third model line and as the perfect complement to our super sports cars," says Stephan Winkelmann, President and CEO of Automobili Lamborghini. "SUVs stand for freedom and emotion. SUVs make up one of the most successful market segments worldwide. The Urus is the most extreme interpretation of the SUV idea; it is the Lamborghini of the SUVs."*

Automobili Lamborghini S.p.A.

Communications and External Relations

Director

Raffaello Porro

[raffaello.porro@lamborghini.com](mailto:raffaello.porro@lamborghini.com)

Press Office - Italy and Southern Europe

Clara Magnanini

[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Press Office - Northern Europe

Gerald Kahlke

[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Press Office - UK and Middle East

Juliet Jarvis

[juliet@jjc.uk.com](mailto:juliet@jjc.uk.com)

Press Office - North and South America

Soon Hagerty

[soon.hagerty@centigrade.com](mailto:soon.hagerty@centigrade.com)

Events

Rita Passerini

[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Via Modena, 12

40019 Sant'Agata Bolognese

Telephone +39 051-6817716

Fax +39 051-6817737

[www.lamborghini.com](http://www.lamborghini.com)

[www.lamborghini.com/press](http://www.lamborghini.com/press)

[www.thenewsmarket.com/lamborghini](http://www.thenewsmarket.com/lamborghini)



## Heritage and Name

Permanent all-wheel drive is part of the Lamborghini DNA; but the brand from Sant'Agata Bolognese is also no stranger to the SUV segment - Lamborghini founded the super-luxury SUV segment with the legendary LM002. When it was unveiled in 1985, the LM002 was an absolutely revolutionary vehicle. An automobile suitable for off-road driving with a twelve-cylinder engine and 450 hp, a top speed of more than 210 km/h, a luxurious interior and, above all, an absolutely stunning appearance - it was utterly unthinkable at the time. The Lamborghini LM002 remained in production until 1992. And, although barely more than 300 units were ever built, the LM002 has secured its place in automotive history.

With the Urus, Lamborghini designers and engineers have created a new icon in automotive history - that much is certain. As has long been the tradition at Lamborghini, its name is derived once more from the world of bulls - the Urus, also known as Aurochs, is one of the large, wild ancestors of domestic cattle. Urus bulls could measure up to 1,8 meters at the shoulder. The Spanish fighting bull, as bred for the past 500 years, is still very close to the Urus in its appearance.

## Concept and Technology

The Urus is the Lamborghini among SUVs. Its concept places design, performance and driving fun firmly and uncompromisingly front and center and redefines the benchmark for the competition. Yet it offers plenty of space for four people and a generous amount of luggage or shopping. The Urus is the Lamborghini for everyday use, for the family, for leisure pursuits with friends.

Most importantly, however, it is a true Lamborghini. The Urus has a unique, utterly unmistakable appearance. It looks powerful, but not bulky. It is muscular and highly athletic, but also elegant. At a length of 4,99 meters, it fits perfectly into the sporty SUV class. At a height of just 1,66 meters, however, it is considerably lower than all its competitors. Together with its width of 1,99 meters, the Lamborghini Urus boasts the perfect proportions for the super athlete in the segment.

The key to its performance is primarily the drive - the heart of every Lamborghini. The target has been set - expect around 440 kW / 600 hp. Permanent all-wheel drive with traction control is, of course, a given.

One target is clearly defined - the Lamborghini Urus will beat all comparable competitors when it comes to CO<sub>2</sub> emissions. One important prerequisite for this is low weight. The Urus will be considerably lighter than its competitors, sticking firmly to the Lamborghini lightweight design philosophy. The steps to achieve this include an intelligent material mix for the structure and bodyshell and, for the first time, systematic lightweight design in the interior, too. The consistent application of innovative carbon fiber technologies is a given - Automobili Lamborghini possesses unique know-how in this particular field.

Lightweight design is the decisive prerequisite not only for moderate fuel consumption, but also for dynamics and handling. The Urus will set new benchmarks here, too. A low center of gravity and a highly variable bodyshell height are among the solutions. The Lamborghini SUV is also notable for its innovative, adaptive aerodynamics. In combination with the variable bodyshell height, the height-adjustable front spoiler facilitates a good approach angle and excellent obstacle clearance. At its lowest setting,



however, it aids stability at high speeds. The form is, of course, aerodynamically refined. At the upper edge of the rear windshield is a deflector that diverts the airflow along the rear windshield and onto the adjustable spoiler. In combination with the likewise adaptive rear spoiler, the aerodynamic balance of the Lamborghini Urus can even be adjusted to suit the prevailing driving conditions.

## Design

Lamborghini design is unique. Every Lamborghini is an artwork of avant-garde design, a technical sculpture in rapid movement. Every Lamborghini is pure and minimalist - exhibiting a clear focus on what matters. The Lamborghini Urus concept car adheres to this logic just as firmly as the Aventador sports car. Extremely tight, razor-sharp lines define a precision that is at the very forefront of automotive design. And the clean, taut, finely executed surfaces show the exceptional degree of competence and experience possessed by Lamborghini in design, construction and bodyshell manufacturing. The result is a tremendously precise design language with a strong technical appeal that is amazingly spirited and light in its expression.

It starts at the front, which already displays the clear family resemblance. The strong three-dimensionality with sharp lines, a clear arrow form, large air intakes left and right, the Y shape in the headlamps, the aerodynamically refined function of the elements and the lines that run from the hood over the roof to the rear of the vehicle - these characteristics of the Lamborghini design language are all evident in the Urus.

And yet every single detail has been reinterpreted - for example, the headlamps now take on a horizontal, heptagonal form and feature full LED technology consisting of two arrays each with three high-performance LEDs. LED light guides lend the daytime running lights their characteristic Y-shape, while the LED fog lamps are positioned beneath the huge air intakes. Between them is the adaptive front spoiler. Characteristic for the side view of the Urus is the narrow window surface that tapers sharply toward the rear. Together with the highly dynamic roofline and the extremely muscular rear wheel arch, they create a taut and powerfully sporty look. The marked indent formed behind the front wheel arch by the air intake breaks the side view to give it a surprising degree of lightness.

Substantial wheels are part of any Lamborghini, especially if it redefines dynamics in the SUV segment - the all-new 24-inch wheels sport a double-spoke design and are forged from matte-finish aluminum. Five carbon fiber winglets optimize ventilation. The Urus is painted in a rich, lightly shimmering red that offers the ideal contrast for the many bodyshell parts made from carbon fiber reinforced polymer. A large proportion of the front spoiler, the complete side sills and the mighty rear diffuser all clearly display their carbon fiber origins. There are no conventional exterior mirrors, instead small and aerodynamically optimized cameras monitor traffic conditions behind the vehicle. These images are displayed via two TFT screens placed in ergonomically perfect positions on the left and right of the cockpit.

The rear end of the Urus is astonishingly round for a Lamborghini; it looks powerful, but in no way bulky. The narrow rear lights featuring the Y signature are connected by a black strip that adds emphasis to the car's breadth. The attention paid by Lamborghini designers to detail is evident



everywhere, even on the exhaust system. The four hexagonal end pipes are carefully fitted into chrome surrounds.

### **Interior**

The Lamborghini Urus completely redefines the term sporty within the SUV segment, yet without restricting its everyday usability. This is particularly evident in its interior - the driver and up to three passengers feel like they are wearing a perfectly made-to-measure suit - carefully fitted, but comfortable. Yet there can be no doubt that what we are dealing with here is the ultimate sports car among SUVs. Virtually the complete interior is - in keeping with the Lamborghini lightweight design strategy - finished in carbon fiber reinforced polymer.

Automobili Lamborghini possesses a unique competence in the use of carbon materials, and exhibits this innovative technology in the Urus concept car. The center tunnel is particularly notable - an open, skeletal carbon fiber structure made from Forged Composite®. It carries through the entire interior and is only partially clad in leather-upholstered cushioning. Single cushions also clad the four bucket seats. The seating position is lower and flatter than in any other vehicle in the segment. Also all four bucket seats are made from Forged Composite®.

The Lamborghini Urus concept car also features an extremely minimized operating philosophy. Behind the steering wheel are only the shift paddles for the dual-clutch transmission. All other functions such as indicators, lights and windshield wipers are incorporated into either the multifunction steering wheel or the center console. The driver is delivered information via a freely programmable TFT screen behind the steering wheel. Secondary functions like navigation, entertainment and climate control are operated via a touchscreen on the center tunnel. A further touchscreen is available for rear seat passengers.