



Press Release

## The Lamborghini Urus Super SUV: extraordinary design

*Sant'Agata Bolognese, 30 November 2017* - The design of a Lamborghini is always unmistakable. The Urus is undoubtedly a Lamborghini, taking cues from the LM002 as well as the super sports cars that are fundamental to Lamborghini heritage: the Urus has outstanding proportions, adopting the two-thirds body, one-third window ratio of Lamborghini super sports cars.

The front hood starts powerfully low, rising to a proud dome housing the V8 twin-turbo engine. The equally commanding, muscular rear, exudes a new level of power and potential. A dynamic character line along the side of the Urus links a perfect architecture, including angular windows and diagonal lines in both front bonnet and rear glass that echo those of the Countach. Hexagonal wheel arches are cues taken from the first Lamborghini SUV, the LM002, A small triangular air outlet reminiscent of the LM002 features on the side of the Urus, adorned with an Italian flag: the Lamborghini Urus Super SUV is born and made in Italy.

The interior design of the Urus is equally engaging. The driver 'feels like a pilot', and the Urus has a low seat position integrated within the interior. An encompassing dashboard and controls ergonomically surround the cockpit, with the Lamborghini hexagonal design theme as evident inside as it is on the exterior.

Photos and video material: [media.lamborghini.com](http://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](http://www.lamborghini.com)

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