



Press Release

Lamborghini Avventura: an expedition of Urus to discover Iceland

Automobili Lamborghini S.p.A.

Sant'Agata Bolognese, 29 October 2018 - In October Iceland became the next destination for Lamborghini Avventura, the series of Lamborghini expeditions organized to discover the most spectacular places and roads in the world. Following Andalusia, Transylvania and Norway, Iceland was chosen as an ideal destination for testing the unlimited versatility of the Urus Super SUV on roads, tracks and the one-of-a-kind landscapes of Iceland.

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The first Lamborghinis to touch the ground of Iceland, seven colorful Urus traveled a total of some 900 km in two days, in a whole range of meteorological conditions, from sun to gusty wind, rain and snow. The adventure started from the Reykjanes peninsula in the southwest, site of the famous Blue Lagoon: the geothermal area fed by the production of water at the nearby geothermal plant of Svartsengi, featuring pools of pale blue warm water.

From the lagoon, the convoy proceeded along the southern coast, touching dream-like places: the cliffs of Krysvíkurberg, named after the two trolls they represent according to legend, to the black sand beach of Reynisfjara, up to the promontory of Dyrhólaey, with its enormous natural stone arch that projects out into the sea, populated by colonies of puffins that nest on the cliffs and migrate in winter.

With the Anima selector set on Terra, the Urus convoy then ventured to off-road routes and fords, providing a perfect demonstration of their drivability on the most extreme terrains, such as on the tract that runs below the promontory of Hjörleifshöfði down to the sea, or leading to the "black" glacier of Kötlujökull.

The journey continued through moss-covered lava fields in the area of the Laki volcano, the iceberg lagoon of Fjallsárlón, at the southern end of the Vatnajökull glacier, and on to the extraordinary vision of the glacier lagoon Jökulsárlón, amidst icebergs and seals. And finally, the convoy returned to the capital Reykjavik, the political, cultural and economic heart of the island, bringing civilization after so many kilometers of nature and a silence broken only by the roar of the seven powerful Super SUVs.

For more images and videos: media.lamborghini.com

For further information on Automobili Lamborghini: www.lamborghini.com