



Media Information

Bold elegance: Automobili Lamborghini presents the Urus Graphite Capsule

Sant'Agata Bolognese, 26 September 2020 - Automobili Lamborghini presents the Urus Graphite Capsule, creating distinctive new opportunities for expression in color and trim on the Lamborghini Super SUV.

The four new exterior matt colors are on trend yet subtle, in white Bianco Monocerus, black Nero Noctis, and grey Grigio Nimbus and Grigio Keres. The lower parts of the car around the front, rear and side sills are all finished in the matt body color. Four shiny accent colors are offered, orange Arancio Leonis and Arancio Dryope, yellow Giallo Taurus and green Verde Scandal, picking out the distinctive lines of the Urus on the front splitter, door inserts and rear spoiler and making a bold statement. The 23" Taigete rims, dedicated to the Graphite Capsule, also sport the accent color while on the rear, the exhaust features a new, dedicated black chrome finish. The Urus Graphite Capsule elevates the potential for customization to a higher level with more than 16 different color combinations to delight even the most demanding customers.

The interior highlights the elegant and stylish persona of the Urus Graphite Capsule, introducing dark, anodized aluminium trim on the dashboard and door panels, with new matt-finish carbon fiber inserts. The exterior accent colors are carried over into the Graphite Capsule Urus' interior, enriching the upholstery with the contrast color featuring in the central tunnel leather trim, seat bolster inserts, Q-citura stitching and the embroidered Lamborghini logo on the headrests.

The ventilated Alcantara seats are an exclusive option only available on the Urus Graphite Capsule and the recently launched Pearl Capsule.

"The new Graphite Capsule endorses the inimitable versatility of the Lamborghini Urus as the original Super SUV: its color and styling is as adaptable and versatile as its presence in every high-performance and lifestyle environment." said Automobili Lamborghini Chief Commercial Officer Giovanni Perosino. *"The inherent design of the Lamborghini Urus, with the DNA of our super sports heritage, lends itself to virtually limitless potential for personalizing color and trim. The Urus Graphite Capsule is the latest collection to offer our growing clientele the opportunity to stamp their individuality and way of life on their Lamborghini."*

The Urus Graphite Capsule is available on Urus model year 2021.

Price and market delivery of the Urus, model year 2021

The Urus Model Year 2021 is available from now on at suggested retail prices as follows:

Europe	EUR 186,134.00 (suggested retail price, taxes excluded)
Italy	EUR 183,385.00 (suggested retail price, taxes excluded)
UK	GBP 143,676.00 (suggested retail price, taxes excluded)
USA	USD 218,009.00 (suggested retail price, VAT/GST excluded)
China	RMB 2,941,120.00 (suggested retail price, taxes included)
Japan	YEN 27,891,882.00 (suggested retail price, taxes excluded)



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A. Headquarters

Chief Marketing & Communication Officer
Katia Bassi
T +39-051 9597611
katia.bassi@lamborghini.com

Head of Communication
Gerald Kahlke
T +39 051 9597611
gerald.kahlke@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product Media Events & Brand Extension
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Corporate Media Events
Chiara Sandoni
T +39 051 9597611
chiara.sandoni@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jic.uk.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com