



Esperienza Avventura: a new experiential event in Iceland

Eleven Urus, fifty customers, and over five thousand kilometers traveled to appreciate the versatility of the Lamborghini Super SUV

Sant'Agata Bolognese, June 28, 2022 - Automobili Lamborghini has just concluded a program of new events under the banner "Esperienza Avventura". Created for customers who are most eager to enjoy unexpected and remarkable experiences, the concept comes from the desire to combine the usability and beauty of the Urus Super SUV [1] with the most adventurous and authentic environments.

Over the course of a month, around fifty customers and guests coming from Europe and the Middle East had the chance to appreciate the versatility of the Urus Super SUV. With daily stages of about 300 kilometers, crossing some of the most iconic locations on the southern Icelandic coast, the participants relished a once-in-a-lifetime experience in the pursuit of adventure.

"It was extraordinary to see so many Urus all together in a setting like Iceland, with so many different routes and road surfaces in which to put them to the test," commented Stephan Winkelmann, Chairman and Chief Executive Officer who, together with Federico Foschini, Chief Sales and Marketing Officer at Automobili Lamborghini, took part in one of the stages. *"Unlock Any Road, the positioning concept that customers recognize in the Urus, was expressed here more than ever: not only because of the different landscapes the cars drove across and the decidedly adventurous feel of the event, but also because of the multiple Ad Personam configurations offered on board the car, where the almost unlimited offering of colors and customizations become a reflection of the Urus owner's personality."*

From the lava flow of the new volcano that appeared in 2021 in Geldingadalir Valley on the Reykjanes Peninsula, to the Kvernufoss waterfall; from the Katla Glacier to the Jokursarlon Glacier Lagoon, the cars were put to the test on all types of terrains. Throughout the entire route, characterized by the most diverse weather conditions, the Urus convoy guaranteed easy city driving; the utmost comfort during the longest stages; super sports dynamics on the road; and off-road capabilities along the various routes. Making the most of the V8 twin-turbo engine with 650 horsepower and 850 Nm of maximum torque at 2250 rpm, particularly beneficial on the more challenging off-road sections, the participants explored the versatility of the Lamborghini Super SUV.

[1] Fuel consumption and emission values of Urus - Fuel consumption combined: 12, 71/100km; CO2-emissions combined: 325 g/km (WLTP)



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Head of Communication

Tim Bravo

T +39 051 9597611

tim.bravo@lamborghini.com

Motorsport Communication

Francesco Colla

T +39 051 2156850

extern.francesco.colla@lamborghini.com

Brand & Corporate Communication

Clara Magnanini

T +39 051 9597611

clara.magnanini@lamborghini.com

Polo Storico & Heritage

Massimo Delbo

T +39 3331619942

massimo@delbo.us

Product & Brand Extension Communication

Rita Passerini

T +39 051 9597611

rita.passerini@lamborghini.com

Regional Offices

Europe, Middle East & Africa

Emanuele Camerini

T +39 342 567 5842

emanuele.camerini@lamborghini.com

United Kingdom

Juliet Jarvis

T +44 (0) 7733 224774

juliet@jic.uk.com

Asia Pacific

Tricia Tan

T +65 9073 3031

tricia.tan@lamborghini.com

Chinese Mainland, Hong Kong & Macau

Ma Weichao (Ms.) 马唯超

T +86 138 1009 5399

weichao.ma@lamborghini.com

Japan

Yasuki Yamagishi

T +81 8011343 7756

yasuki.yamagishi@lamborghini.com

South-East Asia & Pacific

Alethea Tan

T +65 8711 1329

alethea.tan@lamborghini.com

North & South America

Jory Wood Syed

T +1 332 220 5217

jory.syed@lamborghini.us