



Lamborghini Urus SE “Tettonero” Capsule: the most exclusive Super SUV

Presented at the 2026 Milano Design Week is a limited-edition Super SUV, with over 70 personalization options for liveries and interiors

Sant’Agata Bolognese/Milano, 23 April 2026 – At the 2026 edition of the Milano Design Week, Automobili Lamborghini presents the new Urus SE¹ “Tettonero” Capsule, a premium limited collection of 630 units of the Super SUV equipped with a 800 CV hybrid powertrain, showcased through two versions in Viola Pasifae and Verde Mercurius. The Urus SE “Tettonero” Capsule offers the most discerning customers a selection of exclusive liveries, developed by the Lamborghini Centro Stile in collaboration with the Ad Personam Studio, to be paired with never-before-seen interior content, offering the widest range of color combination ever achieved on a Lamborghini Capsule and making the Super SUV the most customizable Urus ever.

Six body paint colors (Arancio Xanto, Bianco Asopo, Grigio Telesto and Viola Pasifae, along with Giallo Tenerife and Verde Mercurius available on Urus for the first time), can be combined with the distinctive Nero Shiny featured in the upper part of the bodywork, the roof, the struts, the uprights, the rear spoiler profile, and the exhaust tips. This *palette* is complemented by an equal number of external livery colors: Arancio Borealis, Bianco Monocerus, Giallo Auge, Grigio Nimbus, Rosso Mars and Verde Mantis. These exclusive hues not only elevate the Urus SE’s design but further enrich the broadest range of colors offered in the Super SUV segment, allowing more than 70 possible configurations.

Additional exterior personalization variants include six color options for brake calipers, which can be matched to external liveries. A range of wheels are offered in 21”, 22” and 23” sizes, with the option to include the “63” logo on the lower section of the front doors, as a tribute to Automobili Lamborghini’s year of establishment.

“The Lamborghini Ad Personam program represents the most authentic and pure expression of our commitment to exclusivity,” comments Federico Foschini, Chief Marketing and Sales Officer. *“When it comes to a limited-edition Urus, personalization is not just a distinctive quality, but also something that amplifies the product’s uniqueness: every car becomes an individualized piece, capable of reflecting the personality of the customer while remaining true to Lamborghini DNA. The Ad Personam studio allows us to bring a limited-edition series with a maximized level of originality, transforming an already rare object into an authentic and truly personal statement.”*

Apart from the color options, exteriors can be personalized with carbon fiber elements including the rear diffuser, side mirror caps and front splitter. Carbon fiber also adorns the cabin: the passenger section of the dashboard features a carbon fiber trim with a silk-screened printed vehicle logo, while a dedicated carbon fiber logo plate celebrates the tenth anniversary of the Ad Personam Studio, and over 20 years since Lamborghini started its program for customers seeking the highest and most exclusive experience of personalization. Moreover, additional carbon fiber elements can be inserted into the central tunnel, the instrument cluster and the door panels, to be paired with Dinamica leather and Corsa-Tex microfiber fabric.

¹ Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,7l l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km



Media Information

Nero Ade is the main color reserved for the interiors, with six contrast tones that can be matched to body liveries: Viola Acutus, Bianco Leda, Giallo Quercus, Arancio Dryope, Verde Viper and Grigio Octans, in addition to which 12 colors are dedicated to seat, headrests and upholstery embroidery options, perfecting a full and unparalleled personalization program in the Urus SE's segment.

The Urus SE "Tettonero" Capsule is equipped with a 4.0-liter V8 twin-turbo engine, paired with a permanent magnet synchronous electric motor and a 25.9 kWh lithium-ion battery positioned beneath the load floor and above the electronically controlled rear differential. The electric motor installed ahead of the new 8-speed automatic transmission can serve as a boost to the internal combustion V8 engine but also as a traction element, making the Urus SE "Tettonero" Capsule a 100% electric 4WD vehicle, capable of covering over 60 km in electric mode.

Moreover, Urus SE "Tettonero" Capsule features a centrally mounted, electronically controlled torque splitter with an electro-hydraulically actuated multi-plate clutch: positioned in the center, it continuously and variably distributes drive torque between the front and rear axles. The splitter works in synergy with the new electronically controlled limited-slip rear differential, making the car "oversteer on demand" to deliver a true super sports car driving experience.

Both systems are developed and calibrated to perfectly adapt to any given conditions of adherence and driving style, offering maximum traction and agility from the corners of a track to the hills in a desert, from ice to off-road terrains.

The Urus SE "Tettonero" Capsule offers exceptional torque and power values across all operating ranges: the system develops a total power output up to 800 CV (588 kW) at 6000 rpm and a total torque of 950 Nm, already available at 1750 rpm up until 5750 rpm, producing *best in class* performance from every single point of view. Thanks to a power-to-weight ration of only 3,13 kg/CV, the sprint from 0 to 100 km/h is achievable in only 3,4 seconds, while the sprint from 0 to 200 km/h is achievable in just 11,2 seconds, reaching a maximum speed of 312 km/h.

The Urus SE "Tettonero" Capsule is coupled with a Pirelli P Zero tires series. A dedicated P Zero tire for all wheel sizes delivers on every demand for comfort and sportiveness, complemented by a Scorpion Winter 2 tire for colder seasons. All these tires feature Pirelli Elect technology, elevating the performance and ride quality of the first hybrid Urus.

To complete the project, all the first images of the Urus SE "Tettonero" Capsule were shot in Milan at an exceptional location: the Pirelli HangarBicocca, a Milanese institution dedicated to the production and promotion of contemporary art, founded in Milan as a non-profit foundation in 2004 from the reconversion of an industrial plant.

Foto e video: media.lamborghini.com

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