



## Lamborghini at Milan Design Week: where personalization becomes identity

### Urus SE “Tettonero” Capsule was unveiled through an immersive experience blending design and individuality

*Sant’Agata Bolognese/Milano, April 24<sup>th</sup> 2026* – On the occasion of Milano Design Week 2026, Automobili Lamborghini presented the new Urus SE<sup>1</sup> “Tettonero” Capsule, showcased through two versions in Viola Pasifae and Verde Mercurius. The “Tettonero” Capsule is a limited-edition Super SUV of 630 units embodying the highest expression of personalization and offering the broadest range of colors in the Super SUV segment. The vehicle was unveiled through an immersive experience inspired by the concept of design as a process, reinforcing Lamborghini’s approach to exclusivity, innovation and customer-centric creation, as well as its leadership in performance electrification - an approach reflected in the fact that today almost 96% of Lamborghini cars are personalized with at least one Ad Personam feature.

*“With the Urus SE “Tettonero” Capsule, we further showcase the role of personalization as a core element of our brand identity,” said Federico Foschini, Chief Marketing and Sales Officer of Automobili Lamborghini. “Ad Personam is not simply about configuration, but about enabling our clients to express themselves by making each car truly unique, just like they are. Today, with almost 96% of our cars personalized, we see how this approach strongly resonates with our customers, transforming each Lamborghini into an authentic expression of individuality while remaining true to our DNA.*

With a production limited to 630 units, the Urus SE “Tettonero” Capsule has been developed by Lamborghini Centro Stile in close collaboration with the Ad Personam team, offering the widest range of color combination ever achieved on a Lamborghini Capsule and making the Super SUV the most customizable Urus ever. Through exclusive color combinations and bespoke interior solutions, the model transforms personalization into a defining element of identity, allowing each vehicle to become a unique expression of its owner while remaining unmistakably Lamborghini. In this context, the Urus SE “Tettonero” Capsule represents the most advanced expression of Lamborghini’s personalization philosophy within the Super SUV segment today.

Presented within the context of Milano Design Week, Lamborghini translated its design philosophy into an immersive experience where personalization and creativity converged. Rooted in a dual narrative combining the Fuorisalone theme “Be the Project” with the evocative concept of “Dream,” the event explored the idea of design as both a conscious act of creation and an emotional projection of identity. Hosted within MAGMA, an industrial space reinterpreted through Lamborghini’s visual language, the experience guided guests through a progressive and multi-sensory journey, moving from an abstract dimension of intuition and imagination into a defined and tangible expression of creativity, with the Urus

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<sup>1</sup> Energy consumption Urus SE (weighted combined): 21,4 kWh/100 Km plus 5,71 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

SE “Tettonero” Capsule at its core, alongside the presence of the Revuelto<sup>2</sup> in Blu Eliadi with an Ad Personam livery in red and the Temerario<sup>3</sup> in Verde Citrea, representing Lamborghini’s fully hybridized lineup. This narrative reached its culmination in the unveiling moment, after which the experience continued through a culinary journey curated by Michelin-starred chef Enrico Croatti, where colors, textures and flavors evolved in harmony with the visual language of the event, each course echoing selected tones from the Urus SE “Tettonero” Capsule palette, further reinforcing the dialogue between design, personalization and sensory experience.

Light, materials, spatial composition and the culinary experience were orchestrated to shape the transition of the experience evolving from soft, atmospheric environments evoking the initial spark of a ‘dream’ to sharper, more defined spaces where form, color and detail emerged with clarity and precision. This crescendo culminated in the unveiling moment, where the two Urus SE “Tettonero” Capsule, presented in two of the six main colors - Viola Pasifae and Verde Mercurius were revealed as the final embodiment of this creative process - transforming vision into reality.

Within this broader context, Lamborghini reaffirmed its approach to design as a dynamic process, where creativity, craftsmanship and technological innovation converge to define the identity of each vehicle.

Complementing the event, the Revuelto in Blu Eliadi with Nero Ade and Blu Amon interiors and the Temerario in Verde Citrea with Nero Ade interiors were displayed in the outdoor areas, completing the brand’s fully hybridized lineup. Together, they reinforce Lamborghini’s leadership in performance electrification, positioning it as the first super sports car brand to offer a fully hybridized range, while maintaining its uncompromising approach to performance and driving emotion.

The Capsule’s exterior is defined by a bold design language where six body colors – including Bianco Asopo, Grigio Telesto, Arancio Xanto and Viola Pasifae, together with the new Giallo Tenerife and Verde Mercurius — are combined with a Nero Shiny upper body extending across the roof, pillars and details on top to the lower area, creating a strong and recognizable visual signature. These are complemented by six dedicated livery colors, enabling up to over 70 possible personalization options for liveries and interiors, and expanding the broadest color offering for a Lamborghini Capsule.

This curated palette allows customers to freely combine body and livery colors, creating distinctive contrasts and harmonies that further enhance the sculptural design of the Urus SE “Tettonero” Capsule, making each configuration a unique expression of individuality.

Additional exterior elements such as wheels up to 23”, colored brake calipers and exclusive details including the “63” logo further enhance the vehicle’s character, blending heritage with contemporary design.

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<sup>2</sup> Energy consumption Revuelto (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km

<sup>3</sup> Energy consumption Temerario (weighted combined): 4,3 kWh/100 Km plus 11,2 l/100km; CO2 emissions (weighted combined): 272 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km



## Media Information

Inside, the Urus SE “Tettonero” Capsule continues this dialogue between design and individuality. A Nero Ade base is enriched by a curated palette of contrast colors, combined with carbon fiber elements and premium materials such as Corsa-Tex and Dinamica. The result is a refined and immersive environment where every detail contributes to a cohesive design language, connecting exterior identity with interior expression.

### Urus SE

The Urus SE, part of the fully hybrid range of Lamborghini along with Revuelto and Temerario, represents a new benchmark in the Super SUV segment, combining Lamborghini’s signature performance with advanced hybrid technology. It is powered by a 4.0-liter twin-turbo V8 engine paired with an electric motor and a 25.9 kWh lithium-ion battery, delivering a total output of 800 CV and 950 Nm of torque. This advanced powertrain enables acceleration from 0 to 100 km/h in just 3.4 seconds and from 0 to 200 km/h in 11.2 seconds, reaching a top speed of 312 km/h, while offering over 60 km of electric driving range. The integration of a centrally mounted torque splitter and an electronically controlled rear differential ensure optimal torque distribution, delivering maximum agility and driving dynamics across all conditions, from track to off-road environments.

### Ad Personam

The Ad Personam program represents the most authentic expression of Lamborghini’s commitment to exclusivity and customer-centric design. Recently reimagined for a new era, the Ad Personam Studio offers an even more immersive and tailored experience, where clients are guided through a creative journey that blends craftsmanship, advanced technologies and digital tools. Through direct interaction with designers and specialists, customers can explore an almost limitless range of combinations, materials and finishes, transforming their vision into a tangible reality. This approach places the individual at the center of the creative process, reinforcing Lamborghini’s philosophy of creating not just cars, but personal statements of identity.

### Centro Stile

The Lamborghini Centro Stile represents the creative nucleus of the brand, where design, innovation and identity converge to shape the future of Lamborghini. Established in 2004, Centro Stile is responsible for defining the visual language of every model, ensuring a strong and coherent design language across the entire range. Each Lamborghini shares the same unmistakable DNA—expressed through sharp lines, pure surfaces and a distinctive, futuristic character—while evolving continuously to explore new forms of expression. Guided by a philosophy that seamlessly integrates form and function, Centro Stile combines advanced technological research with a bold aesthetic vision, creating vehicles that embody performance, emotion and Italian craftsmanship. Through this approach, Lamborghini design remains both instantly recognizable and constantly evolving, reinforcing its position as a benchmark in the world of automotive design. Every Lamborghini is designed to be immediately recognizable, even at a glance, expressing a DNA that is consistent across the range while continuously evolving.



## AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant’Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive excellence. After more than 60 years of creating some of the most iconic cars in automotive history, Lamborghini became the first brand in the super sports car segment to offer a fully hybridized lineup: the Revuelto, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario, the only production super sports car capable of reaching 10,000 rpm, thanks to its all-new twin-turbo V8. Together, these models redefine performance while significantly reducing emissions. Every Lamborghini is proudly conceived, designed, and built in Italy at the company’s historic headquarters in Sant’Agata Bolognese—a production site that has been carbon-neutral for over a decade. Today, the one and only Sant’Agata Bolognese plant stands at the forefront of sustainability and technological innovation, reflecting the brand’s broader commitment to decarbonization across its entire value chain under the “Direzione Cor Tauri” strategy. In 2025, the plant reached a new milestone with 10,747 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 57 countries through 186 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected and authentic.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

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



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication

Tim Bravo

T +39 051 9597611

[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication

Camilla Manzotti

T +39 360 1077907

[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication

Francesco Colla

T +39 348 8629861

[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication

Chiara Busolo

T +39 340 0791871

[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication

Giovanni Zini

T +39 342 1318474

[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication

Enrico Pavesi

T +39 345 6749362

[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

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#### Regional Offices

North & South America

Jory Wood Syed

Europe, Middle East & Africa

Giulia Merra

Asia Pacific

Tricia Tan



## Media Information

T +1 332 220 5217

[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

T +39 340 622 8569

[aw.giulia.merra@lamborghini.com](mailto:aw.giulia.merra@lamborghini.com)

T +65 9073 3031

[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)