



Lamborghini Urus debuts in Korea, The world's first Super SUV

- **Design, performance, driving dynamics and driving emotion - pure Lamborghini DNA**
- **Up to six different driving modes + EGO mode available via 'Tamburo' driving dynamics selector**
- **Acceleration of 0-100 km/h in 3.6 seconds and top speed of 305 km/h**
- **4.0 liter V8 twin-turbo engine with 650 hp and 850 Nm of torque for maximum performance**
- **Suitable for everyday driving in a range of environments**

South Korea, 28 May 2019 - Automobili Lamborghini launches the Lamborghini Urus, the world's first Super Sports Utility Vehicle (SUV), and starting full-scale delivery in Korea in Q3 2019.

Lamborghini Urus, the first Super SUV which made its debut in the world in December 2017, creates a new niche in the luxury segment with benchmarking power, performance and driving dynamics, unparalleled design, luxury and daily usability.

The Urus is a true Lamborghini in terms of design, performance, driving dynamics and emotion, and is drivable every day in a range of environments. Its low-line coupé styling and commanding road position belie the very comfortable ride, higher ground clearance, and luxurious space while incorporating with the latest technologies. The Urus provides easy driving in the city, maximum comfort during long journeys, thrilling super sports car dynamics on the road and track, and versatile off-road abilities in a range of environments. It can be specified to be as sporty or as elegant as the owner wishes and can equally be used as a daily luxury drive or provide an exhilarating super sports experience.

The ANIMA system in Urus offers a total of six driving modes that can be adapted quickly under any extreme driving conditions according to the driver's preference. STRADA, SPORT, CORSA mode for downtown driving and three newly developed off-road modes; TERRA, SABBIA (for desert driving) and NEVE (for snow driving). Driver can also set the mode to suit one's own style directly in the EGO mode, which is selectable as the 'Tamburo' driving dynamics selector.

In CORSA mode, the entire vehicle infotainment turns into a racing character, and you can enjoy the pleasure of speed with the sound of Twin Turbo V8 engine that vibrates the eardrum. Selecting the TERRA mode provides exceptional agility, traction and ideal comfort when dealing with unstable and incomplete terrain (unpackaged roads). SABBIA mode provides the best stability and fun on the off-road course, with the system calibrated to ensure agility and precision in low-grip terrain, such as desert or gravel hill.

The Urus features a 4.0 liter V8 twin-turbo engine delivering 650 hp (478 kW) at 6,000 rpm, maximum 6,800 rpm, and 850 Nm of maximum torque already at 2,250 rpm. With 162.7 hp/l the Urus claims one of the highest specific power outputs in its class and the best weight-to-power



Media Information

ratio at 3.38 kg/hp. The Urus accelerates from 0-100 km/h in 3.6 seconds, 0-200 km/h in 12.8 seconds and with a top speed of 305 km/h, it is the fastest SUV available.

The Urus also features Lamborghini's Advanced Driver Assistance Systems (ADAS) to provide a comprehensive level of safety, security, and convenience. It includes a high-beam assistant that automatically switches the headlights between low and high-beam mode; front and rear parking sensors, cruise control, and the innovative Precognition system to prevent or mitigate collisions. Optional ADAS systems include a traffic management system, top-view camera, and trailer coupling mode.

A true Lamborghini in terms of design, performance, driving dynamics and emotion as well as drivable every day in a range of environments. The most versatile Lamborghini ever produced.

"Urus is the perfect Lamborghini in itself with design, performance, driving dynamics and driving sensitivity. The super SUV fits perfectly into the Lamborghini family," said Paolo Sartori, Country Manager of Korea at Automobili Lamborghini S.p.A. "We expect that the Urus will offer a brand new experience to customers who have never experienced the Lamborghini brand, as a model that combines daily usability in a super SUV that reaches the peak of the brand's intense development efforts and passionate technical skills".

The official price of the Lamborghini Urus starts from KRW 250 million (including all VAT) and full-scale delivery will begin in Q3 2019.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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