



Media Information

Lamborghini Esperienza Dinamica Terra debuts in Altai, Russia

Sant'Agata Bolognese/Altai, Russia, 16 September, 2019 – The first Esperienza Dinamica Terra in Russia embraced the mysterious and unique land of the Altai Republic. A convoy of ten Super SUV Urus carved its way through enchanting landscapes, authentic culture and the astonishing energy of nature undisturbed by man. The route ran through more than 800 km of drastic mountain passes, picturesque ravines, highways and off-road routes, and numerous natural landmarks, with customers and media driving accompanied by VIP guests from Lamborghini headquarters.

The trip started at Lake Teletskoye: a UNESCO World Natural Heritage Sites and one of the largest and deepest lakes in Russia. From here the vivid caravan of Urus set off south, sporting the intense colors so recognizable as Lamborghini including Bianco Monocerus, Bianco Icarus, Grigio Nimbus, Grigio Lynx, Giallo Auge, Blu Eleos and Blu Astraeus.

The first challenge met was Katu Yaryk, one of the toughest mountain passes to conquer, but its extreme winding road with a 35-degree slope and 190 km of off-road tracks were easily overcome by the Urus' exceptional power and both on- and off-road capabilities. Passing mountain lakes, sacred places, red cliffs and petroglyphs, the Lamborghini tour reached the southernmost point of the route.

The convoy then turned northwest on one of the world's most beautiful roads, Chuyskiy Trakt, with views of Belukha Mountain that has been sacred to the Altaians for centuries. On the twisting roads of Chike-Taman and the stiff slopes of the Seminskiy mountain pass, participants of the bull run also enjoyed new views of wilderness. With 800 km behind them, the convoy of Urus finished the route back where they started – at Lake Teletskoye.

“Traveling in Altai behind the wheel of the Urus is a wonderful opportunity to experience the great potential and thrilling driving performance of the first Super SUV. The Lamborghini Urus performs equally well on off-roads and highways. Our tour was timed to celebrate the first anniversary of the Urus in the Russian market,” noted Head of Lamborghini Eastern Europe and CIS Konstantin Sychev.

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 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 ANIMA Selector adapts the settings to the chosen driving mode. It comes with three classic modes for Lamborghini supercars: STRADA for easier handling and increased comfort and safety; SPORT for increased maneuverability and even better driving experience; and CORSA for accuracy and maximum feedback. It also has three modes for off-road driving: NEVE provides the stability and safety even on slippery surfaces; TERRA ensures driving comfort and easy handling on off-roads; and SABBIA is perfect for driving in the sand.

Partner of Lamborghini Esperienza Dinamica Terra in Altai:

Founded in 1872, **Pirelli** is one of the largest tire manufacturers in the world, focusing primarily on premium and luxury tires. It has offices in 160 countries, 19 plants on four continents and employs about 31,500 people. Pirelli has been the only official tire supplier for Formula 1 since 2011. In 2019, it introduced the ICE ZERO 2, a revolutionary new studded winter tire designed especially for premium and luxury vehicles, in Russia. It is backed by years of producing winter tires, numerous tests on Pirelli's own proving ground in Sweden as well as its innovative solutions and exclusive patented technologies. This approach allowed Pirelli to make the ICE ZERO 2 compliant with the strictest requirements for driving in tough winter conditions. The SCORPION ICE ZERO 2 for SUVs and crossovers was homologated for the Lamborghini Urus.



Media Information

More photos and video: media.lamborghini.com

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