



Media Information

Lamborghini Showcases Pikes Peak Record Breaking Urus Performante at 71st Pebble Beach Concours d'Elegance

Viewed on the Concept Lawn alongside the automotive industry's latest innovations

Sant'Agata Bolognese/Pebble Beach, 22 August 2022 - Automobili Lamborghini debuted the Urus Performante that set the record in the production SUV category on the track used during the Pikes Peak International Hill Climb. The new king of the hill, seen on the Concept Lawn of the 71st Pebble Beach Concours d'Elegance, is an iteration of the Urus Performante that made its global debut on Friday, August 19 during The Quail, A Motorsports Gathering.

"Pikes Peak is known as the most famous, and arguably the most challenging, hillclimb in the world, while Pebble Beach Concours d'Elegance is considered to be one of the year's premier automotive events, making the Concept Lawn the perfect stage to present our record-breaking vehicle," said Stephan Winkelmann, Chairman and Chief Executive Officer of Automobili Lamborghini. *"The Urus, which was a key driver of sales in the first half of 2022, has hit its stride, and our Pikes Peak record-holding vehicle proves we are the leader of the Super SUV segment."*

Announced on August 10, Hillclimb champion and Pirelli test driver Simone Faggioli tackled the 156 bends of Pikes Peak in 10:32.064, beating the previous 2018 record set by the Bentley Bentayga, of 10:49.902 by 17.838 seconds. The Urus Performante was not entered in the race, but the time was recorded by the official timekeepers of the Pikes Peak International Hillclimb.

The Urus Performante was seen on the Pebble Beach Concept Lawn sporting a camouflage wrap, having also been modified to comply with the safety regulations of the Pikes Peak International Hillclimb. Of note, the passenger compartment is equipped with a roll cage, the standard seats were replaced with a race seat with six-point harness, and a fire extinguishing system was installed. The Urus Performante boasts 666 horsepower and has a weight reduction of 47 kg (103.6 lbs.), earning it a best-in-class weight-to-power ratio of 3.2.

The new "Race to the Clouds" record holder also has a top speed of 306 km/h (190 mph), and can accelerate from 0-100 km/h (0-62 mph) in just 3.3 seconds - that is 0.3 seconds faster than the base Urus - and decelerates from 100-0 km/h (62-0 mph) in 32.9 m (107.9 ft).

The Pebble Beach Concours d'Elegance recognizes not only the best cars in the world, but also the experts and enthusiasts who continue the tradition of elegance in automobiles today. Participating in the Concours d'Elegance were both Stephan Winkelmann, and Automobili Lamborghini Head of Design, Mitja Borkert, serving as Honorary Judges during Sunday's ceremonies.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Media Information



Automobili Lamborghini S.p.A. Headquarters

Director of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jjc.uk.com

Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

India
Meghana Dave
T +91 96194 07009
extern.meghana.dave@lamborghini.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com