



Automobili Lamborghini launches Esperienza Avventura in China

The "Expedition into the Wild" experience with Urus Performante in southern Gansu ignites a passion for adventure

Gansu, 10 July 2023 - Lamborghini Esperienza Avventura enters China for the first time, marking a new chapter in Lamborghini's experience program. The "Expedition into the Wild" saw guests travelling nearly 900 km across varying road conditions in the Lamborghini Urus Performante¹. Experiencing dramatic landscapes along the way, the route took in majestic scenery as the Lamborghini Super SUV conquered the wilderness, heading out from the golden city of Lanzhou.

"On the occasion of the brand's 60th anniversary, the Lamborghini Esperienza Avventura enters China for the first time, demonstrating our confidence in and focus on the Chinese market once again," said Konstantin Sychev, Managing Director of Automobili Lamborghini Chinese mainland, Hong Kong & Macao. *"With this new program dedicated to the Urus family, our customers can participate in an authentic driving activity, with the brave spirit of Lamborghini and its Super SUVs delivering the ultimate lifestyle experience."*

During the four-day trip, a fleet of 12 Lamborghini Urus set off from Lanzhou and drove through the Ganjia Secret Land, which stands wild and magnificent with distinct peaks and valleys, and the wild dirt roads and highland meadows giving distinctive views of the Secret Land from the vast grasslands. On the Sangke Grasslands, the Urus Performante showcased its capabilities away from the road, as the powerful Super SUV drove through the summer grazing routes.

Guests experienced an extraordinary blend of natural beauty and traditional culture with a blessing at Labrang Monastery, followed by a visit to Norlha Workshop to appreciate Tibetan textiles and styling. Finally, the fleet reached the Amigonghong rangeland to taste local cuisine, with the adventurers enjoying an exclusive Lamborghini outdoor evening celebration.

The Urus convoy demonstrated the versatility of the Urus SSUV and its V8 twin turbo engine, which ensured easy city driving, maximum comfort during the longest stretches, super-sports dynamics on the road, and mighty capabilities across various routes away from the road, highlighted by a wide variety of weather conditions.

Taking the fun-to-drive sportiness of the Super SUV to a new level on dirt tracks, the Urus Performante introduces a new Rally mode. Raising the bar for Super SUV performance, its oversteer character is enhanced by anti-roll and damping systems optimized for steel springs on rough and more extreme surfaces. The Active Torque Vectoring guarantees agility and precision on mountain roads under highland weather with reduced grip. The Urus' powerful terrain-conquering abilities and adventurous spirit are perfectly illustrated by the vehicle's ability to

¹ Fuel consumption and emission values of Urus Performante in China: CO2-emissions combined: 308 g/km (c6b WLTC)



Media Information

navigate through rough and uneven roads: the perfect combination for an 'expedition into the wild'.

The bold brand spirit came to the fore as never before, both in terms of the different landscapes crossed by the Urus Performante and the highly adventurous nature of the event. The Urus Performante provides numerous Ad Personam configurations available with virtually limitless range of colors and personalization options, which are a reflection of the individuality of the Urus owners.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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