



Lamborghini unveils all-electric 4th Model Concept during The Quail, A Motorsports Gathering

The historic marque celebrates its 60th Anniversary with the global debut of Lamborghini Lanzador, a vision for the company's fourth model introducing the Ultra GT segment

Sant'Agata Bolognese/Carmel-By-The-Sea, 19 August 2023 - Automobili Lamborghini unveiled the company's first pure-electric fourth-model concept, the Lanzador, a high-ground-clearance Gran Turismo with 2+2 seats, yesterday at The Quail, A Motorsports Gathering. The all-electric concept car combines the ultra-high-performance elements of the flagship Revuelto¹ and the versatility of the Urus², while featuring an unparalleled on-board experience via new infotainment features.

The Lanzador is an all-wheel-drive concept that includes an electric motor on each axle ensuring permanent all-electric drive in every condition, surface and driving style, with peak power of more than one megawatt. The energy is provided by a new generation high-performance battery, which also ensures a long range. The designers have transferred the company philosophy on sustainable materials to the interior, which does not jeopardize the luxury look and feel or quality and durability. With no compromises in terms of power, driving pleasure and performance, this is an all-electric Lamborghini that customers can enjoy every day.

"The Lanzador concept delivers on each of the elements that should define the first full-electric Lamborghini," said Stephan Winkelmann, Chairman and Chief Executive Officer of Automobili Lamborghini. "It was important to uncover the first vision of the fourth model at The Quail event to share a glimpse into the future while surrounded by current Lamborghini models that represent 60 years of the company's DNA."

In addition to the Lanzador, Lamborghini displayed an array of models at The Quail, including the 1,015 CV plug-in hybrid Revuelto featuring a brand new V12 mid engine, the adventurous, all-terrain Huracán Sterrato³ and the Super SUV, Urus Performante, which is the fastest production SUV to climb to the Pikes Peak summit (10:32.064), beating the previous hill climb record set in 2018 by the Bentley Bentayga (10:49.902).

In the year of Lamborghini's 60th anniversary, the company has set another sales recorded through the first half of 2023, with 5,341 vehicles delivered globally - 251 more than last year's H1 sales. The Urus continues to be the best-selling model with 3,241 units, followed by the Huracán. Both models are sold out through the end of production. These results come at a crucial time, as

¹ Fuel consumption and emission values of Huracán Sterrato; Fuel consumption combined: 14,9 l/100km (WLTP); CO₂-emissions combined: 337 g/km (WLTP)

² Fuel consumption and emission values of all Urus models; Fuel consumption combined: 14,1-12,7 l/100km (WLTP); CO₂-emissions combined: 325-320 g/km (WLTP)

³ Fuel consumption and emission values of Huracán Sterrato; Fuel consumption combined: 14,9 l/100km (WLTP); CO₂-emissions combined: 337 g/km (WLTP)



Media Information

Lamborghini enters the second phase of the Direzione Cor Tauri program, in which the brand is investing 1.9 billion EUR - the largest investment in company history - through 2028.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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