



Media Information

Beyond Speed: the power of adrenaline

Cycling world champion Mathieu van der Poel on the adrenaline rush from two wheels and four, in a Lamborghini video moment

Sant'Agata Bolognese, 18 December 2023 - Cycling world champion and Lamborghini Urus¹ owner Mathieu van der Poel is no stranger to the power of adrenaline, as the latest Lamborghini video 'Beyond Speed' illustrates. As a child, van der Poel was obsessed with his bicycle, riding it every moment he could, which translated into dedication to the sport of cyclocross and an obsession with performance.

"With cyclocross, I became a world champion, I was victorious. I achieved everything I wanted to, and so then I switched to road racing," says van der Poel. Always a sportsman, committed at the highest level to pushing himself to achieve goals and rewards, cycling fuelled his desire for adrenaline. On two wheels he races the cyclocross tracks and the tarmac roads, and like the Lamborghini Urus, he produces the ultimate performance on every terrain.

"Cycling is my life, and the Lamborghini Urus suits my life," says van der Poel. *"It's my perfect car. It's about performance but I've also allowed myself exclusivity. And because my bicycle goes with me, it's got the trunk space I need."*

"Speed is adrenaline. Of course it's different on a bike to the Lamborghini. Downhill and sprinting on a bicycle is fast and I have to use all my senses and skills for the different environments, and I love that adrenaline rush, but for sure the Urus Super SUV delivers that too. It's fast and the way it deals with every challenge and surface is in a different league. The engine is so special, and there's lots of other features in the car which I love. But it's more than that: Lamborghini is Italian and has passion and it shows in the Lamborghini Urus."

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



¹ Fuel consumption and emission values of Urus Performante; Fuel consumption combined: 14,1 l/100km (WLTP); CO₂-emissions combined: 320 g/km (WLTP)



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