



#SHEdriveslambo in the Middle East

An all-female event behind the wheel of Lamborghini Urus S, from Dubai to Ras Al Khaimah

Sant'Agata Bolognese/Dubai, 4th March 2024 - #SHEdriveslambo arrives in the Middle East, witnessing a group of women engaged on a road trip from Dubai to Ras Al Khaimah. The Lamborghini Urus S¹, the most sold Super SUV to women in the region, saw the guests driving over 400 kilometres, passing the highest peak in the UAE and staying in a protected area of the Al Wadi desert. The winding roads, exhilarating off-road adventures, stunning panoramas and a profound deep dive into the brand shaped the experience.

The two day-long gathering offered the guests a 360-degree brand exploration. The insight sessions started with a workshop on Lamborghini's forward-thinking, breaking-stereotypes principles, and how it is facing evolution and looking towards the future. A session from Centro Stile, Lamborghini's design department, explored one of the topics that makes the brand well known worldwide: the almost infinite possibilities for personalizing color and trim through the Ad Personam program.

The road trip started with driving from Dubai city, heading out east on a spectacular route to Jebel Jais where the guests dined at Puro 1484, the highest restaurant in the UAE. Named according to its height above sea level - 1,484 metres - the restaurant boasts a magnificent, panoramic view of the UAE's tallest peak, Jebel Jais, and its other-worldly landscapes among the Hajar Mountains. The route's final 100 kilometres continued into the Al Wadi desert for some off-road driving, with the guests hosted in a 1,235-acre nature reserve where a typical Arabic dinner was enjoyed in the heart of the desert.

The Urus S, the main protagonist of the event, was a perfect fit for those choosing the purest sublimation of performance, luxury and versatility in a Super SUV. Powered by a twin-turbo V8 engine with increased power to 666 CV, it delivers an improved weight-to-power ratio of 3.3 kg/CV. Acceleration propels the Urus S from 0-100 km/h in 3.5 seconds with a top speed of 305 km/h. Characterized by sophisticated design enhancements advocating its sporty but luxury lifestyle persona, the Urus S Super SUV distinguishes itself in every environment. A significant increase in options in terms of colors, trim, wheels, style packages and special details allows customization across the spectrum, from understated style to maximum sportiness.

The #SHEdriveslambo project was initiated in 2023 in America, rolling out to other markets globally with the aim of speaking out on Automobili Lamborghini's messages around diversity, equity and inclusion.

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



Media Information

Paolo Sartori, Regional Head, Automobili Lamborghini Middle East and Africa said: *"It was fantastic to welcome guests from the Middle East for this event, giving them the opportunity to drive the Urus S and understand more about Lamborghini and how we are working towards elevating our brand among wider audiences to avoid common stereotypes."*

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

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

Media Events & Brand Extension Communication
Rita Passerini
T +39 349 4598271
rita.passerini@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@lamborghini.com

Regional Offices

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

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

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

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

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

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

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

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