



## Grand opening of Lamborghini dealership in Cologne

### Lamborghini Cologne welcomes customers and friends of the brand in a new facility for an exceptional brand experience

*Sant'Agata Bolognese/Cologne, Germany, 6 June 2024* – Lamborghini inaugurated its new dealership in Cologne by exhibiting Urus SE - the new plug-in hybrid super SUV recently presented at the Beijing Motor Show. Customers and enthusiasts can now experience the super sports car brand from Sant'Agata Bolognese in a new 2700 square metre building. Around 350 guests celebrated the official opening together with Stephan Winkelmann, President and CEO of Automobili Lamborghini; Federico Foschini, Chief Marketing and Sales Officer; and management of the Moll Group.

The Lamborghini showroom at Vitalisstrasse 206 presents the brand's current models in an 800 square metre facility, and offers all customers the opportunity to personalise the Lamborghini of their dreams with an almost limitless choice of colours and materials in an Ad Personam area. In the *Selezione Lamborghini Certified Pre-Owned*, customers can expect a range of pre-owned models, and all Lamborghinis are serviced by manufacturer-authorized technicians in a 1300 square metre service area.

*"It is a great honour for me to celebrate this new opening together with the customers of our brand,"* explains Stephan Winkelmann. *"The new premises are the perfect backdrop for our portfolio of soon-to-be entirely hybridized super sports cars. In addition, this contemporary new dealership will enable us to meet the needs of our customers even better, and in the new Ad Personam area, every visitor can not only dream of their own Lamborghini but also personalise it to suit their wishes."*

In addition to the new showroom, all guests were able to see at first hand the new Lamborghini Urus SE<sup>1</sup>. The world's most powerful Super SUV was on show in Bianco Sapphirus (white) with an interior in Terra Kedros, impressing with its revised aerodynamics, fresh design and unprecedented technological solutions. In terms of comfort, performance, efficiency, emissions and driving pleasure, it surpasses the Urus S thanks to its two hearts. With the combination of combustion engine and electric motor, it achieves sensational torque and performance values that give it a unique position in its segment and at the same time enable an 80% reduction in emissions.

Its revised four-litre V8 with biturbo charging works in synergy with the electric drivetrain. It develops an output of 620 CV (456 kW) and a drive torque of 800 Newton metres and is combined with an electric drivetrain with 192 CV (141 kW) and 483 Newton metres of torque. In terms of maximum output, the main focus was on the calibration strategy between the combustion engine and electric motor. The system develops a total output of 800 CV (588 kW) and guarantees an optimum power curve in every driving mode and on every surface. The 25.9 kWh lithium-ion battery is located under the charging floor and above the electronically-controlled rear axle differential.

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<sup>1</sup> The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage.



## Media Information

Lamborghini Cologne, part of Moll Sportwagen Köln GmbH, is open from Monday to Friday from 9.30 am to 12.00 pm and from 3.00 pm to 6.00 pm and on Saturdays from 10.00 am to 2.00 pm.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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