



Automobili Lamborghini unveils first Plug-in Hybrid Super SUV, 'Urus SE' in South Korea

Over 60 kilometres of all-electric range, 800 CV and a new design, with best-in-class performance and top speed in its category

Seoul, 23 July 2024 - Francesco Scardaoni, Region Director of Automobili Asia-Pacific, presented the Urus SE¹, the brand's first plug-in hybrid Super SUV to Lamborghini customers, media and guests at the Korean Premiere at Théâtre des Lumières in Walkerhill Hotel & Resorts.

The Urus SE is a PHEV super SUV with a new design, optimized aerodynamics, unprecedented on-board technology and a powerful hybrid powertrain with a combined maximum output of 800 CV. Not only does it demonstrate the brand's future sustainability by dramatically reducing CO2 emissions, but it also represents a major evolution in terms of performance and sportiness thanks to cutting-edge technological solutions such as the hybrid powertrain.

"The Korean market has achieved great results of being the top 7th market worldwide last year and I am thrilled to present the most powerful Super SUV, the Urus SE to our customers in one of the key markets in Asia Pacific. The Urus SE epitomizes our brand's DNA in achieving impressive level of car performance and enhancing driving dynamics. At the same time, the Urus SE has taken another step in line with our Direzione Cor Tauri strategy, moving ahead with the electrification of the product range and the path towards decarbonization" commented Stephan Winkelmann, Lamborghini Chairman and CEO.

"We are delighted to present the Urus SE to the fans, our customers and media in Korea. The Urus has established itself as Lamborghini's best seller worldwide and we believe it will continue to play an important role in Korea. The Urus SE marks a significant milestone in the electrification strategy for the brand. I believe that this first plug-in hybrid Super SUV will continue the success of the Urus line," said Francesco Scardaoni, Region Director of Automobili Lamborghini Asia-Pacific.

The Urus SE is at the top of its class in terms of comfort, performance, efficiency, emissions reduction and driving exhilaration, with unprecedented torque and power from a combination of internal combustion engine and electric motor. Innovative technical solutions such as the Electric Torque Vectoring system and the Electronic Rear Differential were also introduced.

The Urus SE is powered by a 4.0L V8 twin-turbocharged engine with 620 CV of power (456 kW) and 800 Nm of driving torque; the combustion unit is combined with an electric powertrain delivering 192 CV (141 kW) and 483 Nm of torque. Emphasis was placed on the coordination strategy between the internal combustion engine and electric motor to maximize the combined peak power output. The Urus SE sprints from 0 to 100 km/h in just 3.4 seconds (Urus S: 3.5) and from 0 to 200 km/h in just 11.2 seconds (Urus S: 12.5), reaching a top speed of 312 km/h (Urus S: 305 km/h). These figures make the SE the most powerful

¹ 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



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Urus ever and the fastest production car in the segment, setting a new benchmark in the Super SUV category.

An unmatched driving experience

The Urus SE offers an unparalleled driving experience also thanks to the plug-in hybrid system, which helps to improve the vehicle's performance and dynamics on any surface and in any condition: more torque and power at any rpm is provided by way of innovative technical solutions such as the introduction of the electric torque vectoring system between the two axles, and the electronic rear differential.

"The underlying mission of the project was clear: to offer state-of-the-art performance combined with the uncompromising character typical of Lamborghini's DNA," commented Chief Technical Officer, Dr. Ing. Rouven Mohr. "The Urus SE is positioned at the top of its class in terms of being fun to drive and for its driving dynamics. It's a vehicle that harmoniously combines different qualities: absolute comfort and at the same time performance and fun-to-drive, ensuring an experience like no other."

The twin-turbo 4.0 V8 engine has been re-engineered to work in optimal synergy with the electric powertrain. It develops 620 CV of power (456 kW) and 800 Nm of driving torque; the combustion unit is combined with an electric powertrain delivering 192 CV (141 kW) and 483 Nm of torque. In delivering maximum output the focus has been on the calibration strategy between ICE and e-motor, reaching a total output of 800 CV to ensure an optimal power curve in every driving mode and on every surface. A 25.9-kWh lithium-ion battery is situated below the load floor and above the electronically controlled rear differential.

The permanent-magnet synchronous electric motor located inside the 8-speed automatic transmission can act as a boost for the V8 combustion engine but also as a traction element, making the Urus SE a 100% electric 4WD vehicle capable of traveling more than 60 km in EV mode.

Debuting on the Urus SE is the new centrally located longitudinal electric torque vectoring system with an electro-hydraulic multi-plate clutch, which distributes driving torque variably and continuously between the front and rear axles. The transfer case works in synergy with the new electronic limited-slip differential installed on the rear axle, giving the vehicle "on demand" oversteering to convey the feel of a purebred super sports car.

Both systems are designed and calibrated to best suit any type of grip condition and driving style, providing the maximum traction and agility whether driving on a racetrack or desert dunes, ice or dirt.

Unique in its category, the Urus SE offers greater torque and power at any rpm or driving condition. The system develops a total power output of 800 CV (588 kW) at 6000 rpm and a total torque of 950 Nm already available at 1750 rpm and up to 5750 rpm, ensuring best-in-class performance from every angle. This is also thanks to a further enhanced weight-to-power ratio: 3.13 kg/CV (compared to 3.3 in the Urus S). The Urus SE sprints from 0 to 100 km/h in just 3.4 seconds (Urus S: 3.5) and from 0 to 200 km/h in just 11.2 seconds (Urus S: 12.5),



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reaching a top speed of 312 km/h (Urus S: 305 km/h). These figures make the SE the most powerful Urus ever and the fastest production car in the segment, setting a new benchmark in the Super SUV category.

Design and aerodynamics

The Urus SE redefines the stylistic canons of a model that shifted the paradigms of SUV design, while at the same time its lines have been updated with the express objective of optimizing aerodynamic efficiency.

The design highlights the dynamics of the form, accentuating the vehicle's sportiness and muscularity. The front section features a new hood with a floating design, where the absence of the cut-offline gives a sense of continuity and amplifies the athletic style of the Urus SE, recalling certain new styling concepts introduced by the Revuelto². Other new elements include the headlight clusters that feature matrix LED technology, introducing a brand-new light signature inspired by the tail of the Lamborghini brand's bull, along with a redesigned bumper and front grill.

"The design and proportions of the Urus remain incomparable and absolutely recognizable as a Lamborghini," stated Lamborghini Design Director Mitja Borkert. *"At the same time the Urus SE delivers a highly sophisticated evolution, consistent with our new iconic and essential design philosophy, and importantly delivering an enhanced feeling of luxury together with more Ad Personam potential. We took inspiration from the Revuelto with the floating engine bonnet, achieving a very clean and muscular front design. The state-of-the-art front light system integrates a new, distinctive DRL signature. The rear emphasizes a wider stance with a focus on the new diffuser and low-mounted license plates, while the rear mesh takes inspiration from Lamborghini super sports cars like the Gallardo. The interior design follows our 'feel like a pilot' philosophy, enhancing interaction between the driver and the digital system."*

At the rear, the cargo compartment hatch has been completely redesigned, introducing a Gallardo-inspired continuity that harmonizes the lines by connecting the taillight clusters with "Y" lights and the new rear diffuser, which gives the vehicle even sportier proportions. Together with the new spoiler, the diffuser increases rear downforce by 35% at high speeds compared to the Urus S, further enhancing the vehicle's stability.

Aerodynamic efficiency is also improved by new under-body air vents and revamped air ducts, which channel more airflow to cool the mechanical and engine components: a 15% increase over the original Urus. The new design of the front section, combined with an optimization of the aerodynamic underside, has also improved the management of airflows dedicated to the braking system, with a 30% improvement in air cooling over the previous system.

² Consumption and emission values of Revuelto: Fuel consumption Combined: 11,86 l/100km; Power consumption Combined: 10,1 kWh/100 Km; CO2 emissions Combined: 276 g/km; CO2 Efficiency class Combined: G; Fuel consumption with discharged battery Combined: 17,8 l/100km; CO2 efficiency class with discharged battery: G; WLTP values



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Interiors

The cabin has been updated to highlight Lamborghini's signature "feel like a pilot" design DNA, featuring new solutions throughout the front section of the dashboard and accentuating the lightweight feeling already introduced on the Revuelto.

A larger screen – now 12.3 inches – installed in the center of the dashboard features a new version of the Human Machine Interface (HMI) that is even more intuitive to use with updated graphics, consistent with that of the Revuelto. The Lamborghini Centro Stile designers also directed their design focus on the air vents; the anodized aluminum trim elements with the unmistakable Y shape; and the new panel, seat, and dashboard coverings. The mechanical pushbutton panel gives a more tactile feel.

The driver can make use of the 12.3-inch digital instrument cluster and the aforementioned 12.3-inch touchscreen display, integrated into the center of the dashboard and the heart of the Lamborghini Infotainment System (LIS). It also includes a dedicated telemetry system for the SE and new displays related to the driving assistance system that allow for better perception of the surrounding environment.

Customization

The Urus SE offers a range of customization options that is unrivaled in its category. The alloy wheels are updated with the introduction of 23" Galanthus rims paired as standard with new Pirelli P Zero tyres. There are three dedicated P Zeros, from 21" to 23", to meet customers' different requirements for comfort and sportiness. Scorpion Winter 2 tyres are available for the cold season. All these products feature Pirelli Elect technology, developed to enhance the characteristics of the first electrified Urus.

The color range has also been expanded, with more than 100 bodywork options now available, including two new colors offered at launch: Arancio Egon (orange), in combination with an interior in Arancio Apodis (orange), and Bianco Sapphirus (white) with interior in Terra Kedros (terracotta). The interior options include an array of 47 color combinations and four types of embroidery (Q-citura stitching), with the additional potential offered via the Ad Personam program, which enables owners to make their Urus SE a true one-of-a-kind.

Four different personalities

In the center of the console, the "tamburo" selector unit is used for choosing the different driving modes. Thanks to the introduction of the hybrid powertrain, the six Urus driving modes are combined with four new Electric Performance Strategies (EPS), for a total of eleven options. The Strada, Sport, and Corsa modes (for road and track use), and the Neve, Sabbia, and Terra modes (for surfaces with a different grip than asphalt) are now accompanied by the EV Drive, Hybrid, Performance, and Recharge options.

Stefano Cossalter, Product Line Director for Lanzador and Urus: *"The Urus SE is a fundamental evolutionary step, not only in terms of sustainability by virtue of a radical*



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reduction in CO2 emissions, but also in terms of performance and sportiness, thanks to the adoption of cutting-edge technical solutions starting with the hybrid powertrain. The Urus SE is our Super SUV with two hearts: one thermal and linked to our roots, the other electric and futuristic. Beating in unison they offer a new interpretation of the unmistakable Lamborghini personality, but taken to a new level.”

EV Drive allows the driver to experience and exploit the electric potential at its best. Especially developed and calibrated for urban driving, it delivers over 60 km in electric range as well as reaching a maximum speed of over 130 km/h. Above this speed the V8 engine automatically supports the electric motor, likewise if the torque demands exceed the maximum available from the electric motor.

Hybrid, which can be selected when driving in Strada mode, provides the maximum efficiency and comfort along with optimal balance between combustion engine and the electric motor, and is therefore the most versatile option for everyday driving. Recharge, which can be selected in Strada, Sport, Corsa and Neve modes, recharges up to 80% of the battery while maintaining optimal performance. The Performance option is the experience for those who want to appreciate the full potential of the Urus SE not only in Strada, Sport and Corsa modes but also in Sabbia and Terra, highlighting the dynamic qualities of the Super SUV even beyond the asphalt.

Depending on the driving mode selected, the vehicle's air springs adjust for ground clearance, with travel ranging from 15 mm in Corsa up to 75 mm when the lifting system is activated. The parameters that adjust steering, drivability and the sound of the twin-turbo V8 are also variable, reflected in the “personality” of the Urus SE.

Special attention was given to the calibration of the air suspension system to highlight each driving mode. For Strada, the development work improved the already high level of comfort of the Urus S. Sport mode injects even more fun into driving, enhancing the characteristics of the new transmission to facilitate the start and continuation of drift. In Corsa, the mode designed expressly for track driving, the Urus SE expresses its full dynamic potential. This is thanks in part to the suspension ECU/electronics, which controls the chassis movements (pitch, yaw, roll and pumping) to make the vehicle extremely stable and responsive between the curbs of a racetrack, as well as on difficult and low-grip surfaces thanks to the anti-roll bars managed by the 48v electronic system. The Neve, Sabbia, and Terra modes have all been optimized to maximize wheel travel and the consistency of ground forces for the best traction on any surface.

Technical Specifications

ENGINE

Engine	Type	V8, 90°
Valves per cylinder	n°	4



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Displacement	cm ³	3996
Bore	Mm	86
Stroke	Mm	86
Compression Ratio ICE	ratio	9,7:1
Max Power ICE	CV	620
Max Power ICE	kW	456
Max Power @ rpm (ICE)	@ rpm	620 CV @ 6000
Specific Output (ICE)	CV/L	155
Max revs (ICE)	Rpm	6800
Max torque (ICE)	Nm	800
Max torque @ rpm (ICE)	Nm @ rpm	800 @ 2250-4500
Minimum Engine Rev - Idle	Rpm	550 +/- 100
Maximum Engine Rev - Limiter	Rpm	6800
GEARBOX & TRANSMISSION		
Transmission	Type	4WD with integrated front differential, hang-on central differential electronic rear differential with torque vectoring
Gearbox	Type	8-speed automatic gearbox with torque converter
PERFORMANCE		
Acceleration 0-100 km/h	S	3,4
Acceleration 0-200 km/h	S	11,2
Braking 100-0 km/h	M	33,5
Vmax	km/h	312
Vmax only e	km/h	135
WHEELS		
Standard Rims	Front	9,5Jx21" ET28
	Rear	10,5Jx21" ET18
Standard Tires	Front	285/45 ZR21
	Rear	315/40 ZR21
BRAKES		
Carbon ceramic brakes (front)	Type	CCB
	Diameter	440 mm (17.32 in)
	Thickness	40 mm (1.57 in)
Carbon ceramic brakes (rear)	Type	CCB
	Diameter	410 mm (16.14 in)
	Thickness	32 mm (1.26 in)
DIMENSIONS		
Wheelbase	mm	3003
Overall length	mm	5123



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Front overhang	mm	1067
Rear overhang	mm	1053
Overall width (excluding mirrors)	mm	2022
Overall width (including mirrors)	mm	2181
Overall height	mm	1638
Track (front)	mm	1695
Track (rear)	mm	1710
Area	m2	2,83
Weight distribution	%	54/46

HYBRID SYSTEM

Battery	Lithium-ion with prismatic cells
Electric engines	AC synchronous EM with PM 141 kW @3200 rpm

SUSPENSIONS

Front Suspension	Type	front suspension with multilink layout, semi-active dampers, pneumatic springs and car height adjustment system.
Rear Suspension	Type	rear suspension with multilink layout, semi-active dampers, pneumatic springs and car height adjustment system. Double steering axle (Rear Wheel Steering)

ELECTRIC ENGINE

Battery	Type	BATTERY LI-ION E67 BATTypA27
Battery Total Energy	kWh	25,9
Rear emotor - P2P3 10s	kW @ rpm	141kW @ 3200rpm
Peak Power @rpm		
Rear emotor - P2P3 10s	Nm	483Nm
Peak torque		

Photos and videos: media.lamborghini.com

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