



## Urus S<sup>1</sup> at Esperienza Avventura Norway through the fjords

### On board of the Super SUV discovering authentic Norwegian landscapes, culture and cuisine

*Sant'Agata Bolognese 30th July 2024* – The Lamborghini Esperienza Avventura Norway, created for small, exclusive groups of Lamborghini owners and guests, delivered an exceptional itinerary of Norwegian scenery, hospitality and experiences during July 2024.

The entourage of Lamborghini S Super SUVs, ensuring an exciting on and off-road dynamic experience through Norway's fabled fjordlands, started from Trondheim, dubbed the 'culinary capital of Norway'. Guests arrived for the first night at the five-star Hotel Britannia on the shores of Trondheim Fjord, where a welcome dinner in the hotel's restaurant Jonathan gave an introduction to modern Norwegian cuisine, in an area named the European Region of Gastronomy in 2022.

The Route has seen the entourage heading through lakes and mountains to Oppdal, Norway's largest ski area, with a coffee stop before lunching at Phillipshaugen Lodge at the foot of the Oksendal mountains. Tackling a range of winding tarmac roads and more demanding stony tracks, the group journeyed onwards to Angvik, on the shores of a crystal-waters fjord famed for its salmon, before heading to the Håholmen hotel on the Atlantic Road. Guests were transferred to Håholmen island by powerboat - a traditional fishing village - staying overnight in buildings dating back to the 1700s: a piece of living coastal history.

Departing from Angvik the Super SUV took guests to the shoreside for a spectacular RIB powerboat experience along Norway's coastline. Once back on the road, the convoy headed to the mountains of Eggen with breathtaking views of lakes and mountains, for a lunch in an observatory overhanging the valley. An adventure both on tarmac and away from conventional roads followed, showcasing the Urus S' multiple personas, combining an exceptionally comfortable ride for pilot and passengers and delighting with their outstanding capabilities on difficult and stony tracks. After a day's adventure on land and sea the convoy arrived in Hotel Brosundet, Ålesund; a modern conversion of a warehouse in the fishpacking district combining history with urban luxury, and a dinner in the elegant Sjobua seafood restaurant.

Esperienza Avventura's convoy drove to the traditional timber-style luxury Storfjord Hotel in the hills above Ålesund, for a farewell to the spectacular scenery of Norway's 'Golden Route'.

Esperienza Avventura Norway along with the Super SUV Urus S, will be nestled in the hearts of the guests with unique memories of authentic Norwegian hospitality; authentic culinary experiences; and their adventures behind the wheel of the Lamborghini Urus S through some of the world's most extraordinary landscapes.

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<sup>1</sup> Fuel consumption and emission values of Urus S; Fuel consumption combined: 14,1 l/100km (WLTP); CO<sub>2</sub>-emissions combined: 320 g/km (WLTP)



## Media Information

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

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



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
**Tim Bravo**  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Media Events & Brand Extension Communication  
**Rita Passerini**  
T +39 349 4598271  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Brand & Corporate Communication  
**Camilla Manzotti**  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Corporate Publishing  
**Barbara Grillini**  
T +39 366 8778823  
[barbara.grillini@lamborghini.com](mailto:barbara.grillini@lamborghini.com)

Product & Motorsport Communication  
**Francesco Colla**  
T +39 348 8629861  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Motorsport Communication  
**Giovanni Zini**  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

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#### Regional Offices

Europe, Middle East & Africa  
**Liliya Dovbenchuk**  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

United Kingdom  
**Juliet Jarvis**  
T +44 (0) 7733 224774  
[juliet@jtc.uk.com](mailto:juliet@jtc.uk.com)

North & South America  
**Jory Wood Syed**  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Asia Pacific  
**Tricia Tan**  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)

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

South-East Asia & Pacific  
**Alethea Tan**  
T +65 8711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)

Japan  
**Yasuki Yamagishi**  
T +81 801 1343 7756  
[yasuki.yamagishi@lamborghini.com](mailto:yasuki.yamagishi@lamborghini.com)