



Lamborghini Urus S Navigate Esperienza Avventura in Zion National Park

Exploring natural wonders behind the wheel of the Super SUV

Zion National Park, Utah, 18 September 2024 – Lamborghini Esperienza Avventura Zion welcomed owners and their guests for an exclusive three-day event earlier this September. The program covered over 200 miles of dramatic landscape driving the Urus S¹, a Super SUV that combines maximum capability and comfort on any terrain or road condition. Offering one-of-a-kind curated routes for high-performance driving and unique culinary experiences, guests set off on their journey while taking in the breathtaking beauty of Zion National Park's rugged topography. Conquering the wilderness while enjoying the unique accommodations of Autocamp Zion, the Lamborghini community came together in the brand's true spirit of adventure and excellence.

The desert oasis was named Zion, which in ancient Hebrew means “sanctuary” or “refuge”. Deep and spectacular canyons in this protected portion of the Virgin River Valley truly provide a safe haven to wildlife and humans alike. The convoy of Urus S traveled the on and off-road dynamic route engulfed by massive cream, pink and red sandstone cliffs that soared into a brilliant blue sky. This was indeed “Driving Humans Beyond” with the intention to push the limits and satisfy a craving for exploration, converging with something bigger than oneself amongst Zion's reverent cliff faces.

On the first day, guests arrived in their Urus S to Autocamp Zion, offering luxurious camp-like accommodations, where they checked into their own private Airstream and relaxed in the majestic surroundings. They then enjoyed a welcome reception and an open-air glamp dinner grilled under the stars.

The following morning, guests prepared to tackle the winding roads of Zion National Park and set out on a drive that saw the Esperienza Avventura group traverse 136 miles. The route provided a coffee stop at Zion Mountain Ranch, an exploration of Coral Pink Sand Dunes State Park, followed by an off-the-grid luncheon at the Zion Wright Family Ranch and horseback riding through the range. That evening, guests were welcomed back to Autocamp to decompress and partake in a lavish “farm-to-table” dinner. The night concluded near the warmth of the camp's firepits.

Esperienza Avventura Zion and the Super SUV Urus S together created new friendships and lasting memories in the great outdoors for the Lamborghini community. The final day of the program enabled departing guests to drive to the airport in their Urus S to close out their adventure behind the wheel.

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

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