



Lamborghini Pop-up Space Unveiled in Beijing

Lamborghini's new products and brand DNA on full display

Beijing, 20 September 2024 - The Lamborghini Pop-up Space is unveiled at Beijing Taikoo Li Sanlitun today, and the Urus SE¹ - Lamborghini's first PHEV (Plug-in Hybrid Electric Vehicle) luxury super SUV and the Revuelto² - the first super sports V12 hybrid HPEV (High Performance Electrified Vehicle) are on display, offering a great opportunity for enthusiasts and the general public to get to know and appreciate the Lamborghini brand and products up close.

As a fashion landmark and a top commercial district, Beijing Taikoo Li Sanlitun is home to a wide range of luxury brands and flagship stores of cutting-edge brands, giving full play to leisure concepts and pioneering trendy lifestyles, which coincides with the lifestyle and high-end luxury attributes represented by the Lamborghini brand.

The Lamborghini Urus SE redefines the stylistic canons of a super SUV, paying homage to classic design while demonstrating enhanced sportiness as a super SUV with innovative concepts. The Lamborghini Urus SE adopts a twin-turbo 4.0 V8 engine and an electric powertrain, forming a hybrid system that generates a total power output of 800 CV and a total torque of 950 Nm, enabling outstanding performance with a significant reduction in emissions. The Urus SE is capable of handling various road conditions with a total of 11 driving mode combinations.

The Lamborghini Revuelto boasts an innovative powertrain architecture, redefining the standards of supercars with its unique exterior design and exceptional performance. Powered by a naturally aspirated V12 engine combined with a system of three electric motors, the Revuelto can deliver 1,015 CV power, with a top speed exceeding 350 km/h and the ability to accelerate from 0-100 km/h in just 2.5 seconds. In addition, its expansive carbon fiber hood and shark-nose styling exude a sense of power and speed, offering a new level of performance, sportiness, and driving pleasure.

The Lamborghini Ad Personam and an immersive experiential installation simulating race car driving experience are also available at the Bull Space. The Lamborghini Ad Personam program offers a range of standard and optional color and trim options, encompassing diverse combinations of colors, materials, embroideries and the brand logo, aiming to provide infinite potential for customers to create exclusive vehicles.

The Lamborghini Pop-up Space will be available for three days starting from September 20th at the southern zone of Beijing Taikoo Li Sanlitun.

¹ Consumption and emission values of Urus SE*: Combined fuel consumption: 2,08 l/100km; Combined power consumption: 39,5 kWh/100 Km; Combined CO2 emissions: 51,25 g/km; Combined CO2 efficiency class: B; Combined fuel consumption with discharged battery: 12,9 l/100km; CO2 efficiency class with discharged battery: G; [WLTP]

² Consumption and emission values of Revuelto; Fuel consumption combined: 10,3 l/100km (WLTP); Power consumption combined: 78,1 kWh/100 Km (WLTP); CO2-emissions combined: 276 g/km (WLTP).



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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