



Automobili Lamborghini launches the new Urus SE in Hong Kong

New design, 800 CV of power, with best-in-class performance and top speed in its category

Sant'Agata Bolognese / Hong Kong, 25 September 2024 – After its global debut at the Beijing Auto Show in April this year, Lamborghini's first plug-in hybrid Super SUV, the Urus SE¹, has made its appearance at the Lamborghini showroom in Hong Kong. With its innovative hybrid powertrain and outstanding performance, it sets a new benchmark in the Super SUV category. Featuring a new design, optimized aerodynamics, unprecedented on-board technology and an 800 CV hybrid powertrain, the PHEV (Plug-in Hybrid Electric Vehicle) version moves on Urus S in terms of comfort, performance, efficiency, emissions and driving pleasure. Thanks to its "two hearts", thermal and electric, the torque and power values are the highest ever, giving the SE a unique place in its category and boasting an 80% reduction in emissions.

Konstantin Sychev, Managing Director of Automobili Lamborghini Chinese mainland, Hong Kong & Macao, stated: *"Hong Kong is renowned for its diverse mix of roads, with coastal and mountainous terrains, roads built along hillsides, and urban areas connected to natural suburban roads. As the most powerful Super SUV, the Urus SE perfectly matches Hong Kong's urban style with its outstanding performance and versatility, making it suitable for both city cruising and outdoor adventures."*

The first Plug-in Hybrid Super SUV

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 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 main 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

¹ Consumption and emission values of Urus SE¹: 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]



Media Information

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.

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 and from 0 to 200 km/h in just 11.2 seconds, reaching a top speed of 312 km/h.

The Urus SE redefines the style of SUVs. 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. Inspired by the Revuelto² with the floating engine bonnet, achieving a very clean and muscular front design. 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. The cabin has been updated to highlight Lamborghini’s signature “feel like a pilot” design DNA, 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 color range has also been expanded, with more than 100 bodywork options now available, 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).

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

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).



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