



## From Coastal Luxury to Marble Hills: Esperienza Terra Versilia

### The new Urus SE has its first public outing on and off the road

*Sant'Agata Bolognese/Forte dei Marmi, October 31, 2024* – Automobili Lamborghini showcased dynamically the new Urus SE<sup>1</sup> for the first time to customers at the Esperienza Terra Versilia, an exclusive ten-day event designed in the iconic Forte Dei Marmi. This immersive journey through the stunning Tuscan landscape guided participants on thrilling drives and off-road adventures. Each day unfolded with exhilarating test drives across Tuscany's famed marble hills and olive groves, culminating in an off-road ascent through Carrara's marble quarries, presenting participants with the most breathtaking views of Tuscany's famed marble valley.

*"With the Esperienza Terra Versilia, we wanted to merge the luxury and performance of Lamborghini with the untamed beauty of Tuscany,"* said Federico Foschini, Lamborghini's Chief Marketing and Sales Officer. *"The Urus SE, our first plug-in hybrid Super SUV, is a testament to Lamborghini's commitment to pioneering a future where electrification enhances the power and performance our clients expect. It's fitting to launch this new model in such a unique setting, inviting our guests to experience the Urus SE's versatility across some of Italy's most spectacular landscapes."*

The Esperienza Terra Versilia took place over ten days, offering each group of participants an unmatched Lamborghini journey. Starting at the prestigious hotel Principe in the upscale coastal town of Forte Dei Marmi, participants embarked on driving routes through the rolling hills and winding roads of Tuscany. Routes were carefully crafted to highlight the Urus SE's capabilities, from high-speed cruising on scenic roads to exciting off-road challenges.

Participants experienced a range of dynamic environments, including mud tracks, gravel drifting courses, and the exhilarating challenge of driving up the marble quarry service roads. Arriving at the summit, drivers were rewarded with panoramic views over the Carrara marble valley, known worldwide for producing the finest Italian marble, used by Renaissance artists and modern architects alike.

The event also took the participants on culinary experiences. During the welcome dinner at the eco-responsible farm Paradis Agricole including a clay artist sculpted the Urus SE in front of the group. The lunch, during the driving day, was served inside the Franchi Umberto Marmi marble exhibition in Carrara dedicated to the beauty of this natural stone, among the most outstanding marble sculptures imaginable. The farewell dinner was served at the Maitò, historic beach-front restaurant at Forte Dei Marmi, where the participants could enjoy once more the Tuscan food, and – after a full day of driving the Urus SE – some great Tuscan wine.

The Lamborghini Urus SE is a marvel of engineering, marking Lamborghini's step into hybrid technology while retaining the thrilling performance expected from the brand. The Urus SE is equipped with a sophisticated plug-in hybrid system, combining Lamborghini's powerful V8 engine with electric motor assistance to deliver an impressive 800 CV. This hybrid

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<sup>1</sup> 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]



## Media Information

powertrain allows for rapid acceleration and unmatched efficiency, blending the best of combustion and electric power to offer the versatility suited for urban environments and high-adrenaline adventures alike.

With this state-of-the-art SUV, Lamborghini has enhanced the driving experience by incorporating a lightweight build and refined aerodynamics, ensuring agility and responsiveness on any terrain. The Urus SE delivers exhilarating performance without compromise, reaching 100 km/h in just 3.5 seconds and boasting a top speed of 315 km/h.

Through the Esperienza Terra Versilia, Lamborghini not only introduced the Urus SE to a select group of clients and media but also emphasized the brand's ongoing commitment to combining luxury and sustainability. As Lamborghini embraces an electrified future, events like this are essential in demonstrating how the brand continues to evolve, offering unparalleled power and prestige even in the most challenging landscapes.

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

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



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