



Automobili Lamborghini unveils Miami-inspired Urus SE during Art Basel Miami Beach 2024

Unique design highlights endless possibilities of Lamborghini's Ad Personam customization program for first Urus SE delivered globally

Sant'Agata Bolognese/Miami, FL December 5, 2024 – Automobili Lamborghini proudly unveiled a special Ad Personam Urus SE¹ at a private event in Miami Beach yesterday evening, inspired by Miami's vibrant, colorful culture. The livery of this sporty Urus SE has been elevated thanks to the artistic vision of the Lamborghini design center, Centro Stile, and the direction of Lamborghini's Ad Personam customization team. The Urus SE, launched earlier this year in Beijing, is the brand's first PHEV (Plug-In Hybrid Electric Vehicle) version of the best-selling Super SUV boasting an 800 CV hybrid powertrain.

The dramatic details of the Miami-inspired Urus SE, that required an additional 230 hours of painting and testing over the normal industrial process, showcase the nearly endless range of Ad Personam customization options available for customers to enhance their vehicle's extraordinary individuality.

"With this authentic piece of art, we have created the most sophisticated livery ever seen on the Urus, to inspire our customers with graphics that underline the outstanding proportions and the iconic design of the car. We have reproduced our perfect vision of the vibrant Miami lifestyle and its diversity," said Mitja Borkert, Design Director of Automobili Lamborghini.

The unique exterior of this Urus SE was brought to life with striking highlights of Blu Glauco, contrasted by a combination of greys and black, to create a livery that pays an homage to the city's mix of culture, style and artistic flair. The front lip in Nero Noctis is accented by a bright Blu Glauco detail. Bicolor mirror caps in Grigio Telesto with a Blue Glauco pinstripe add a touch of elegance while the rear diffuser in Nero Noctis is precisely detailed with matching Blu Glauco highlights. The Urus SE's luxurious interior features unicolor leather upholstery as well as dedicated kick plates and a dashboard that commemorates the occasion with "MIAMI" detailed on the polished carbon fiber.

In attendance for the exclusive unveiling in Miami Beach were executives including Automobili Lamborghini Chairman and CEO Stephan Winkelmann; joined by Chief Marketing and Sales Officer Federico Foschini; Design Director Mitja Borkert; Chief Technical Officer Rouven Mohr; and Automobili Lamborghini America Chief Executive Officer, Andrea Baldi.

"We are always excited to bring true innovation and artistry to Miami, especially during this moment when the city is filled with inspiring creatives, designers and artists," remarked Winkelmann. *"With demand for Lamborghini vehicles at an all-time high, I am very proud of this special Urus SE which highlights the infinite customization possibilities of our Ad Personam program."*

¹ Urus SE consumption and emission values: Combined fuel consumption: 2.08 l/100 km. Combined energy consumption: 39.5 kWh/100 km. Combined CO2 emissions: 51.25 g/km. Combined CO2 emission efficiency class: B. Combined fuel consumption with low battery: 12.9 l/100 km. CO2 efficiency class with low battery: G; WLTP



Media Information

Guests who attended the event also had the chance to view the new Lamborghini Temerario² with a twin-turbo V8 hybrid powertrain that redefines performance, driving pleasure and comfort. The successor to the legendary Huracán³, the Temerario has a total power output of 920 CV and can accelerate 0-100 km/h (0-62 mph) in just 2.7 seconds.

The celebration in Miami comes just as Automobili Lamborghini announced record breaking results for the first three quarters of 2024, following the introduction of three new models in just 18 months. Global vehicle deliveries are up 8.6% in 2024 at 8,411, compared to the same nine-month period in 2023. The Lamborghini model range has reached the milestone of becoming fully hybridized, providing a strong foundation upon which to usher in the future of the brand.

Automobili Lamborghini is committed to pursuing the positive projections for 2025, leveraging the growth momentum achieved in 2024. This vision is driven by the goals of the company and supported by continuous investments, focused on enhancing the products and ensuring sustained improvement.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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² The vehicle is not yet offered for sale and is therefore not subject to Directive 1999/94/EC. The fuel consumption and emissions data is in the type approval stage

³ Fuel consumption and emission values of all Huracán models; Fuel consumption combined: 14,9-13.9 l/100km (WLTP); CO₂-emissions combined: 338-328 g/km (WLTP)