



Winter thrills on Ice: Lamborghini Esperienza Neve debuts in Inner Mongolia

First ice-driving experience with Lamborghini's High Performance Electrified Vehicle (HPEV), Revuelto

Yakeshi, China, 10 December 2024 – Exhilarating driving emotions on the world's most breathtaking winter driving playgrounds: Lamborghini brings its signature Esperienza Neve to the snow-clad paradise of Yakeshi, Inner Mongolia for its first ever edition in China, where guests from the Asia Pacific region enjoyed an exclusive first opportunity to experience the Revuelto's performance and dynamics on ice.

On the frozen expanse of Yunlong Lake, where temperatures dip as low as -20 degrees Celsius in the winter months, guests savoured a full course of winter driving exercises with a range of Lamborghini models. Participants were guided by professional Lamborghini instructors, ensuring both an exhilarating and safe experience. The Esperienza Neve program involves a series of exercises behind the wheel on low-grip surfaces and in different models, allowing every driver the chance to maximize their potential and discover the talents of Lamborghini super sports car and super SUVs on winter tracks. Guests also relish sideways thrills in the Huracán Sterrato², Huracán Tecnica, Urus Performante³ and Urus S, while honing their skills in extreme driving conditions.

Guests explored their driving abilities as well as the captivating prowess of the Revuelto, with the High-Performance Electrified Vehicle (HPEV)'s mesmerising powertrain – its naturally aspirated V12 and three electric motors – working in perfect synergy with its Lamborghini Dinamica Veicolo 2.0 system to deliver an exhilarating combination of immediate power, smooth traction and dynamic agility, even on snow. With the Urus Performante and Urus S, guests experienced the sure-footed handling characteristics of Lamborghini's Super SUV models, with both models' four-wheel steering enabling them to tackle challenging driving exercises on the ice track, while the rear-wheel drive Huracán Tecnica and Huracán Sterrato delivered emotive, race-oriented control on the slippery ice courses.

Automobili Lamborghini Region Director for Asia Pacific, Francesco Scardaoni said, *"We are thrilled to offer our clients from Asia Pacific the opportunity to discover the driving performance and emotions of Lamborghini super sports cars and super SUVs on snow. As always, Esperienza Neve provides the perfect dynamic ice driving environment, allowing our guests to experience the high performance and the dynamics of our cars in extreme conditions."*

¹ 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)

² 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)

³ Fuel consumption and emission values of all Urus models; Fuel consumption combined: 14,1-12,7 l/100km (WLTP); CO₂-emissions combined: 325-320 g/km (WLTP)



Media Information

Over the curated three-day program, guests also had the pleasure of enjoying luxurious hospitality, gourmet dining and unique cultural experiences, all set against the backdrop of thrilling trackside action and the captivating surroundings of Hulunbuir city.

The Esperienza Neve program also celebrates the collaboration with partner brands of Lamborghini such as Dinamica, an innovative and versatile suede with an unmistakably soft and velvety touch. Dinamica is already available in the Revuelto, the first HPEV hybrid supercar, and will also provide advanced materials for the interiors of the Temerario⁴, the HPEV twin turbo V8 hybrid powertrain. Sonus faber, the Italian artisans of sound and the new Audio Partner starting from Revuelto and Temerario, offered guests an immersive natural sound experience. With their cutting-edge technology and meticulous attention to detail, Sonus faber's audio systems transform every drive into a unique sensory journey, enhancing the emotion of driving a Lamborghini.

By seamlessly blending an exhilarating ice driving adventure with the allure of luxury living and the richness of cultural exploration in locations worldwide, Lamborghini Esperienza Neve crafts an unforgettable experience for every guest.

Photos and videos: media.lamborghini.com

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⁴ 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