



Lamborghini Urus SE “Conquer the Utmost” – Triumph at the Roof of the World

A daring ascent through Tibet (Xizhang) showcases the Urus SE’s versatility and fun-to-drive

Sant’Agata Bolognese/Lhasa, 23 June 2025 - Lamborghini Urus SE pioneered the “Conquer the Utmost” expedition, embarking on an adventurous driving experience in Xizang, China. Kicking off on 17 June, in the historic “Holy City” of Lhasa, the adventure took the guests deep into the awe-inspiring Qinghai-Xizang Plateau and onward to the ultimate challenge — the high-altitude terrain route to Everest Base Camp. Over the course of four unforgettable days, guests travelled for more than 1,200 kilometers in the Urus SE¹, Lamborghini's first plug-in hybrid Super SUV. Covering across some of the world’s most challenging and diverse landscapes, the Urus SE with its enhanced new hybrid architecture, are engineered to deliver maximum performance, driving pleasure and superior control across some of the most demanding and advanced all-terrain capability - delivering an engaging, agile and responsive experience at high altitude.

“Lamborghini's DNA is defined by limitless ambition and fearless exploration. With the Urus SE, we are proud to present the most versatile and exhilarating Super SUV ever to pilot this exciting journey. The Urus continues to push boundaries and with the Urus SE, we set a new benchmark. Featuring a cutting-edge design, advanced aerodynamics and twin-turbo V8 plug-in electric motor, it's the perfect synergy of power and innovation, delivering driving pleasure to new heights.” said Konstantin Sychev, Managing Director of Automobili Lamborghini Chinese mainland, Hong Kong & Macao. *“This first-ever expedition not only showcased the exceptional capabilities of our hybrid Super SUV but also enhance performance while advancing measurable gains in efficiency and sustainability.”*

An unparalleled journey

The route followed three of China's iconic National Highways 349, 219, and 318, as a fleet of Urus SE charted a route through the majestic landscapes of Xizang. From the serenity of Yamdrok Lake, to the Karola Glacier and the historic Jiangzi Castle, the journey offered deep immersion into the natural beauty and cultural heritage.

Towering Himalayas peaks formed a breathtaking backdrop at the arrival of the Everest Base Camp area, reaching altitudes above 5,000 meters above sea level. Amid this spectacular setting, the Urus SE demonstrated its poise, with smoother power delivery and enhanced stability even in the most demanding road conditions. Its advanced technology empowers drivers of all skill levels to extract maximum enjoyment, including the exhilaration of navigating in the ascent of the Gaula Mountain 108 Bends.

An unmatched driving experience

Urus SE: Combined energy consumption: 39,5 kWh/100 Km plus 5,71 l/100km; Combined CO2 emissions: 140 g/km; Combined CO2 efficiency class: E; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 12,9 l/100km



Media Information

As the most powerful Urus to date, the Urus SE is a milestone in Lamborghini's electrification strategy. Equipped with a groundbreaking 800 CV plug-in hybrid powertrain, 11 different driving configurations, and the latest on-board technologies, the Urus SE delivered exceptional dynamics, seamless comfort, more fun to drive and complete control across all terrains.

By successfully navigating the demanding "Sky Roads" and extreme altitudes, the Urus SE reaffirmed Lamborghini's innovation without compromise and seamlessly combining cutting edge hybrid technology with the bold spirit of Lamborghini. As the most versatile and engaging Super SUV ever created the Urus SE seamlessly combined Hybrid and Strada modes to ensure maximum efficiency and comfort, maintaining an optimal balance between the combustion engine and the electric motor. This ensured the unmistakable super-sports dynamics Lamborghini is known for, even on the open road, setting a new benchmark for versatility at the pinnacle of the Super SUV segment. Deep in the heart of the Qinghai-Xizang plateau, the Urus SE showcased its powerful off-road capabilities. By activating Performance mode in combination with Sabbia and Terra modes, the Urus SE maximized wheel travel and the consistency of ground forces for superior traction on any surface, allowing the driver to effortlessly navigate winding mountain roads and tackle muddy, slippery trails with effortless precision.

Since its global unveiling, it has garnered an overwhelming enthusiasm. The Urus SE offers an extensive level of customization options through Ad Personam, allowing customers to choose from virtually limitless color combinations and interior configurations – ensuring each vehicle reflects its owner's unique personality. As a cornerstone of the Lamborghini lineup, the Urus continues to evolve with the arrival of the Urus SE, leading into the electrified future.

Automobili Lamborghini

Founded in 1963 in Sant'Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive craftsmanship. After 60 years of creating some of the most iconic cars in automotive history, Lamborghini became the first brand in the super sports car segment to offer a fully hybridized lineup: the Revuelto, a V12 HPEV (High Performance Electric Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario is the only production super sports car able to reach 10,000 rpm, thanks to its all new twin-turbo V8. Together, they redefine performance while significantly reducing emissions. The production site has been carbon-neutral for over a decade and reflects Automobili Lamborghini's broader commitment to decarbonizing its entire value chain through the "Direzione Cor Tauri" strategy. Every Lamborghini is proudly conceived, designed, and built in Italy, at a facility that now produces over 10,000 cars annually and leads in both innovation and sustainability. With around 3,000 employees and a presence in 56 markets through its 185 dealers, Automobili Lamborghini continues to push boundaries while staying true to its values: brave, unexpected, and authentic.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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