**Automobili Lamborghini captivates Sylt: performance meets art**

**An exclusive showcase of Italian super sports cars, design and lifestyle at the Werkhallen Gallerie Kampen on the famous German island Sylt**

*Sant’Agata Bolognese/Kampen, July 28, 2025* – Automobili Lamborghini has spread automotive passion and Italian culture on the popular island of Sylt. The company from Sant’Agata Bolognese, which was founded more than 60 years ago, welcomed selected customers, partners and guests interested in the brand to a special location that brought Lamborghini’s philosophy *„*You can’t hide who you are*“* to life. The event at the Werkhallen Gallerie in Kampen, one of Sylt’s most luxurious areas, combined the artistic and industrial charm of the location with Italian design, innovation, and craftmanship while guests were experiencing the island vibe onboard of Urus SE - the first Plug-in Hybrid Super SUV.

Upon arrival, guests were welcomed by the new Lamborghini Temerario[[1]](#footnote-2) in matt Blu Marinus in the front yard of the venue. The brand’s newest vehicle was displayed in a static configuration that allowed everyone interested to take a closer look at every detail of the breathtaking super sports car. The Temerario is the latest addition to the High Performance Electrified Vehicle (HPEV) series from Lamborghini and completes the hybridisation of company's product range after the Revuelto[[2]](#footnote-3) and the Urus SE[[3]](#footnote-4).

The Temerario, which was designed and developed completely in Sant‘Agata Bolognese, is powered by a new V8 biturbo and three electric motors. This high-performance hybridised powertrain provides a total output of 920 hp. In addition, the twin-turbocharged V8 is the first and only engine in a series-produced super sports car to reach 10,000 revolutions per minute. The new HPEV also impresses with its phenomenal performance: It reaches a top speed of 343 km/h and accelerates from 0 to 100 km/h in just 2.7 seconds, figures which transform the Temerario into a true “Fuoriclasse” – a vehicle that pushes the boundaries and sets new benchmarks in its segment. All three electrified models from Lamborghini proof that hybridisation increases performance and efficiency while maximising the driving pleasure. Among the super sports car manufactures Automobili Lamborghini is the first to provide a fully electrified model range.

The Werkhallen Gallerie in Kampen hosted a flowing, open format that encouraged exploration, dialogue, and opportunities to discover Automobili Lamborghini on deeper levels: throughout the venue, Italian lifestyle and refinement enfolded the guests.

Furthermore, high-class partners of Lamborghini brought their own flair to the event: The Italian luxury brand TOD’S showcased selected pieces from its collaboration with Lamborghini, reflecting a shared passion for timeless design and craftsmanship. Meanwhile, CULTI MILANO infused the venue with its signature scents, creating a subtle yet immersive sensory layer. The Italian atmosphere was further enriched by Lavazza coffee, topped with beautiful coffee art bringing true pleasure to every sip. Lamborghini Financial Services was also on site to provide comprehensive advice, helping customers discover their personal best path to owning a Lamborghini.

*“We are pleased to provide our guests and all people interested in our brand a comprehensive insight into the world of Lamborghini. Sylt offers us a special opportunity to connect with our customers in a very personal and authentic setting,”* explained Jakob Graf, Head of Central and Eastern Europe of Automobili Lamborghini. *“This event reflects not only the elegance of our vehicles but also the spirit of discovery and innovation that defines the future of our Italian brand.”*

During the days, guests also had the opportunity to get behind the wheel of the Urus SE and experience the unparalleled driving pleasure and high performance of its electrified powertrain, under the guidance of professional drivers from Lamborghini Squadra Corse.

Navigating Sylt’s coastal roads, the vehicle showcased how Lamborghini’s engineering blends raw power with a surprisingly intuitive and engaging driving experience. Equipped with a special exhaust system from Akrapovič, the Urus SE delivered even greater driving emotion and pure sound. Building on the success of the Lamborghini Day Germany 2025, which fascinated guests at the end of June at the elegant venue Munich Hoch5, the Sylt event showcased the brand's values in a setting defined by elegance and authenticity. With the Temerario marking the dawn of a new era and the Urus SE delivering pure driving pleasure, the event offered a unique perspective on Lamborghini’s evolving identity.

**ABOUT AUTOMOBILI LAMBORGHINI**

Founded in 1963 in Sant’Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive excellence. 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 Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario, the only production super sports car capable of reaching 10,000 rpm, thanks to its all-new twin-turbo V8. Together, these models redefine performance while significantly reducing emissions.

Every Lamborghini is proudly conceived, designed, and built in Italy at the company’s historic headquarters in Sant’Agata Bolognese—a production site that has been carbon-neutral for over a decade. Today, the one and only Sant’Agata Bolognese plant stands at the forefront of sustainability and technological innovation, reflecting the brand’s broader commitment to decarbonization across its entire value chain under the “Direzione Cor Tauri” strategy.

In 2024, the plant reached a new milestone with 10,687 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 56 countries through 185 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected, and authentic.

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

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

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1. 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 [↑](#footnote-ref-2)
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) [↑](#footnote-ref-3)
3. Consumption and emission values of Urus SE: Fuel consumption combined 2,08 l/100km; Power consumption combined: 39,5 kWh/100 Km; CO2 emissions combined: 51,25 g/km; CO2 efficiency class: B; Fuel consumption with discharged battery combined: 12,9 l/100km; CO₂ efficiency class with discharged battery: G; (WLTP)) [↑](#footnote-ref-4)