



Lamborghini Esperienza Terra Australia: A journey of performance, luxury and adventure

Urus SE showcases its hybrid performance across the diverse terrains of Australia's East Coast

Australia, 20 October 2025 – Automobili Lamborghini brought the spirit of adventure to life through Esperienza Terra Australia, an exclusive driving experience spanning the country's breathtaking East Coast. The program welcomed customers from across Australia for an immersive three-day, two-night journey, while Asia Pacific guests enjoyed an extended four-day, three-night experience. Featuring the Urus SE, Lamborghini's first plug-in hybrid Super SUV, the event blended high-performance driving with refined lifestyle moments — celebrating innovation, versatility, and the unmistakable emotion that defines Lamborghini. Spanning more than 600 km, the curated journey immersed guests in the diverse landscapes of Australia's East Coast, from Queensland's lush hinterland roads to the iconic coastal stretches of the Gold Coast and Byron Bay. More than just a drive, the program offered an immersive lifestyle experience, blending high-performance driving with refined hospitality.

Through dynamic routes and off-road terrains, guests explored the Urus SE against backdrop of Australian breathtaking landscapes. Designed to showcase the Urus SE's versatility both on and off-road, the experience demonstrated its full capabilities across sandy, rocky, and beach terrains, exemplifying Lamborghini's adventurous spirit.

Featuring a new design, optimized aerodynamics, advanced onboard technology, and an 800 CV hybrid powertrain, the Urus SE delivers the highest torque and power values ever achieved in the model range. With its "two hearts" – thermal and electric, the SE sets new benchmarks in performance, efficiency, and driving pleasure.

The program began with a night of warm hospitality in one of Brisbane's luxurious hotels. The following morning, guests set out on scenic mountain roads to Mount Tamborine, where the STRADA (road), SPORT and TERRA (off-road) driving modes were put to the test. The day concluded with a refined dinner overlooking the panoramic views of the Gold Coast, followed by an evening immersed in contemporary coastal luxury.

On the second day, the Lamborghini super SUVs embarked on an exhilarating demonstration of the Urus SE's SABBIA (sand) mode during a beach drive at Pottsville, demonstrating its off-road prowess in its natural environment. The journey then continued through rolling hinterland roads to a picturesque lunch destination, before returning to Brisbane, where guests were once again welcomed with Lamborghini's signature hospitality.

Francesco Scardaoni, Region Director of Automobili Lamborghini Asia Pacific commented, *"At Lamborghini, we go beyond performance to create experiences that embody the essence of our brand — delivering unparalleled driving emotions. Through the Esperienza Terra and Urus SE, our first plug-in hybrid Super SUV, we demonstrate how innovation enhances pure performance. The Urus SE delivers a greater torque and power across all*



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driving conditions, with its hybrid system amplifying driving dynamics and boosting performance our customers expect — offering an experience that is both thrilling and unmistakably Lamborghini.”

Esperienza Terra Australia not only showcased the extraordinary capabilities of the Urus SE, but also embodied Lamborghini’s DNA of innovation, luxury, and performance — all set against the stunning backdrop of Australia. The event reaffirmed Lamborghini’s commitment to delivering experiences that go beyond driving, connecting customers to the brand’s bold vision of the future. With the Urus SE leading the charge as Lamborghini’s first plug-in hybrid Super SUV, the marque continues to push boundaries, combining cutting-edge technology with unmistakable Italian emotion.

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 countries 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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