



## **Lamborghini Esperienza Avventura: exploring the untamed beauty of Lanzarote behind the wheel of the Lamborghini Urus SE**

**An unforgettable four-day journey where luxury, adventure, and Lamborghini hospitality meet amidst the volcanic landscapes of the Canary Islands**

*Lanzarote, Spain/Sant'Agata Bolognese, Italy, 5 November 2025* – Surreal landscapes, fiery lava fields, and the pure beauty of nature formed the backdrop to Lamborghini's latest Esperienza Avventura. Automobili Lamborghini's exclusive four-day journey brought the spirit of exploration to the Canary Island of Lanzarote, highlighting the performance and versatility of the Lamborghini Urus SE<sup>1</sup> in spectacular destinations where luxury meets raw nature.

Lamborghini's Esperienza programs embody the brand's unique way of connecting with customers worldwide: on-track programs such as *Esperienza Dinamica Corsa* hone driving skills, while *Esperienza Avventura* tours explore remote destinations and immerse guests in the authenticity of countries and regions. *Esperienza Giro* events are staged in picturesque locations where nature, culture, gastronomy and, of course, super sports cars come together.

This year's Esperienza Avventura event took place against the backdrop of Lanzarote's volcanic landscapes, with their black lava flows and rugged coastlines. Four exclusive groups of guests were invited to explore the island behind the wheel of the Lamborghini Super SUV. Over four days participants experienced an incomparable mixture of luxury, adventure and Lamborghini hospitality with a Canarian twist. Each route took guests through extraordinary landscapes with dramatic contours where history, nature, and a passion for driving combine create unforgettable memories and embody the brand's core values: being brave, unexpected, and authentic.

The extraordinary tour highlighted the brand's commitment to tradition and innovation, combining cultural adventures with the driving experience of the Urus SE, allowing participants to explore the Super SUV's performance both on roads and across Lanzarote's volcanic terrain.

Upon arrival at the Paradisus by Meliá Salinas Hotel, a warm introduction set the tone for an experience that transcended the traditional automotive event. The participants engaged immediately with the island's unique character through an aloe vera workshop: a native island plant due to the ideal climate and rich soil. The evening concluded with a Michelin-starred dinner at La Graciosa—the first of many highlights merging local culture and refined gastronomy.

The second day marked the beginning of the driving adventure. Guests departed with a fleet of Lamborghini Urus SE, tracing the island's contrasting landscapes with a coffee break at the scenic Mirador del Río viewpoint before experiencing the full capability of Lamborghini's electrified Super SUV on open roads and twisting routes across rugged landscapes. Lunch was served in a very special location: the Museo LagOmar, also known as Omar Sharif's house. This unique location, which combines organic architecture and nature, is built into a rock formation made of lava tuff. Just like the Paradisus by Meliá Salinas hotel, LagOmar was designed by the well-known Spanish artist from Lanzarote and environmentalist César Manrique.

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<sup>1</sup> Consumption and emission values of Urus SE: Fuel consumption combined 2.08 l/100km; Power consumption combined: 39.5 kWh/100 km; CO<sub>2</sub> emissions combined: 51.25 g/km; CO<sub>2</sub> efficiency class: B; Fuel consumption with discharged battery combined: 12.9 l/100km; CO<sub>2</sub> efficiency class with discharged battery: G; (WLTP)



## Media Information

Lanzarote itself reflects a philosophy of harmony between innovation and nature—values that resonate deeply with Lamborghini's *Direzione Cor Tauri* strategy. The island's most iconic artist and environmental visionary, César Manrique dedicated his life to preserving the island's raw beauty through sustainable architecture and art that coexist with the volcanic landscape. His belief that human creation should enhance, not dominate, the environment mirrors Lamborghini's commitment to shaping the future of performance through innovation.

The afternoon brought an unexpected moment of connection with nature: trading horsepower for a horseback riding experience across Lanzarote's volcanic trails, discovering the landscapes from a new perspective. The day came to an end in the winegrowing area of Lanzarote: overlooking the volcanic scenery of La Geria, the guests had dinner at Bodeha Stratvs, spending the night at the boutique hotel La Isla y el Mar, enjoying the authentically tropical and luxurious atmosphere.

Day three showcased the bravery of exploration. Participants set off once more, stopping for coffee at the popular bar Munsoo, famous for its organic slow food and coffee served in a comfortable yet stylish setting before navigating across volcanic terrain that revealed the performance of the Lamborghini Urus SE. Behind the wheel, guests experienced how effortlessly the plug-in hybrid powertrain transitioned from silent electric cruising to powerful performance across Lanzarote's varied landscapes.

At Mirador de las Salinas, Esperienza Avventura participants enjoyed lunch with panoramic views of Lanzarote's salt pans, one of the island's most striking natural landmarks. Later, the group arrived at the Princesa Yaiza Suite Hotel Resort, located directly on the beachfront of Playa Dorada. After a day of exploring Lanzarote's panoramas by car, participants cruised at sunset on a catamaran from Playa Blanca Port, exploring the island's raw contours and colours and concluding the evening with dinner at the restaurant La Isla de Lobos.

On the last day, the group returned to the starting point, the Paradisus by Meliá Salinas Hotel, after a final coffee stop at El Chupadero, surrounded by lava rocks. Each participant departed with exclusive gifts and lasting impressions—not only of the island's landscapes, nature, and culture but also of the performance, comfort, and character of the PHEV Super SUV Urus SE.

The Lamborghini Urus SE, the brand's first plug-in hybrid Super SUV, was the star of the journey. Its re-engineered 4.0-liter twin-turbo V8, paired with an electric powertrain delivering a combined 800 CV, allowed guests to experience a new dimension of performance—seamlessly shifting from silent electric cruising through volcanic trails to the unmistakable roar of Lamborghini power.

### 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<sup>2</sup>, a V12 HPEV (High Performance Electrified Vehicle); the Urus SE, the first plug-in hybrid Super SUV; and the all-new Temerario<sup>3</sup>, 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

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<sup>2</sup> 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)

<sup>3</sup> Combined energy consumption of Temerario: 26,8 kWh/100 Km plus 11,2 l/100km; Combined CO2 emissions: 272 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 14 l/100km



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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.

### First product line-up fully hybridized

Lamborghini is renowned for Italian passion and has ushered in a new era of performance and design with its fully electrified model lineup. The new Temerario represents automotive excellence made in Italy—from its unique design to its cutting-edge technology. Powered by a newly developed twin-turbo V8 engine and three electric motors, the super sports car delivers a total output of 920 CV. The V8 engine is the first and only one in a production super sports car capable of reaching 10,000 rpm. Temerario also impresses with its raw performance: it reaches a top speed of 343 km/h and accelerates from 0 to 100 km/h in just 2.7 seconds.

With the Temerario, Lamborghini achieves new benchmarks in aerodynamic efficiency, combined with bold stylistic details and lines that represent a significant evolution in the brand's design language. Furthermore, Temerario and Revuelto are now produced on the same state-of-the-art super sports cars production line—marking the first time Lamborghini manufactures two different models together on a single hybridized line.

As the first HPEV in the lineup, the Revuelto sets a new standard for performance, sportiness, and driving pleasure. With its naturally aspirated V12 engine supported by three electric motors, it produces an astonishing 1,015 CV. Its unprecedented architecture, innovative design, highly efficient aerodynamics, and all-new carbon chassis create a next-level driving experience—one that embodies the pure Lamborghini DNA.

Completing the HPEV range, the Urus SE features a re-engineered 4.0-liter twin-turbo V8 delivering 620 CV and 800 Nm of torque. Working in perfect synergy with its electric powertrain, the system produces a combined output of 800 CV and 950 Nm of torque. The new centrally located longitudinal electric torque vectoring system—introduced for the first time in the Urus SE—works alongside the transfer case and an all-new electronic limited-slip differential to deliver Lamborghini's unmistakable super sports car driving dynamics. Thanks to these innovations, the Urus SE is the most fun-to-drive Super SUV in the world.

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

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





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