



## **10,000 RPM at -20 degrees Celsius: Lamborghini Esperienza Neve returns to Inner Mongolia**

### **Exclusive full-fleet lineup showcasing Asia's first drifting ice-driving experience with the Temerario**

*Yakeshi, Chinese Mainland, 16 March 2026* – Lamborghini returned to Yakeshi, Inner Mongolia in China, transforming Yunlong Lake into a breathtaking winter driving playground. In its second edition in Yakeshi, Esperienza Neve featured the complete fleet of Lamborghini's fully hybridised model lineup. Guests enjoyed the first exclusive opportunity in Asia to experience the Temerario<sup>1</sup>'s performance and dynamics on ice, alongside luxurious hospitality, gourmet dining and unique cultural experiences.

Guests manoeuvred through a full course of winter driving exercises, under expert guidance by professional Lamborghini instructors. The Esperienza Neve programme involves a series of exercises behind the wheel on low-grip surfaces across different models, allowing every driver the chance to maximise their potential and discover the capabilities of Lamborghini super sports cars and Super SUVs in winter conditions.

Guests explored their driving abilities and for the first time on snow in Asia, discovered the peerless driving experience of the "Fuoriclasse", Temerario. With an entirely new twin-turbo V8 engine in concert with three electric motors, the Temerario produces a total output of 920 CV and is the first and only production super sports car engine capable of reaching 10,000 RPM. Under extreme winter driving conditions, the Temerario delivered immediate power, smooth traction, surefooted stability, and dynamic agility, with its Lamborghini Dinamica Veicolo (LDV) 2.0 system distributing torque optimally to each wheel. Guests also experienced the emotive thrill of drifting the Revuelto<sup>2</sup> on ice, along with the confident, firm control and sharp handling of the Urus SE<sup>3</sup> in extreme winter conditions.

Automobili Lamborghini Region Director for Asia Pacific, Francesco Scardaoni said, *"Lamborghini always creates extraordinary experiences. Esperienza Neve provides the perfect dynamic ice driving environment – an exciting, exclusive playground to experience the high performance and dynamics of our cars in extreme conditions. We are thrilled to offer our clients across Asia Pacific a unique opportunity to discover the driving performance and emotions of Lamborghini super sports cars and Super SUVs on snow, complemented by luxury hospitality delivered with warmth."*

Three waves of guests from across the Asia-Pacific region enjoyed a curated three-day program, experiencing luxurious hospitality, gourmet dining and unique cultural experiences amid thrilling trackside action and the captivating winter landscape of Hulunbuir city. Adding to the spirit of innovation, guests also explored the Temerario through an immersive virtual reality showcase powered by the Apple Vision Pro. This state-of-the-art

<sup>1</sup> Energy consumption (weighted combined): 4.3 kWh/100 km plus 11.2 l/100 km; CO<sub>2</sub> emissions (weighted combined): 272 g/km; CO<sub>2</sub> emission efficiency class (weighted combined): G; CO<sub>2</sub> class with discharged battery: G; Fuel consumption (combined) with discharged battery: 14 l/100 km.

<sup>2</sup> Energy consumption (weighted combined): 4.7 kWh/100 km plus 15 l/100 km; CO<sub>2</sub> emissions (weighted combined): 350 g/km; CO<sub>2</sub> emission efficiency class (weighted combined): G; CO<sub>2</sub> class with discharged battery: G; Fuel consumption (combined) with discharged battery: 17.9 l/100 km.

<sup>3</sup> Energy consumption (weighted combined): 21.4 kWh/100 km plus 5.71 l/100 km; CO<sub>2</sub> emissions (weighted combined): 140 g/km; CO<sub>2</sub> emission efficiency class (weighted combined): E; CO<sub>2</sub> class with discharged battery: G; Fuel consumption (combined) with discharged battery: 12.9 l/100 km.

presentation offered an engaging look into the car's design language and future vision, underscoring Lamborghini's ongoing commitment to digital innovation and next-generation automotive experiences.

Seamlessly blending an exhilarating ice-driving adventure with the allure of luxury living and immersive cultural experiences in locations worldwide, Lamborghini Esperienza Neve delivers an unforgettable experience for every guest.

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

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



## Automobili Lamborghini S.p.A.

### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication  
Chiara Busolo  
T +39 340 0791871  
[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication  
Enrico Pavesi  
T +39 345 6749362  
[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

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### Regional Offices

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa  
Liliya Dovbenchuk  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)