



Esperienza Terra Sardegna: a journey beyond the road

From rugged terrains and raw nature to refined experiences, Lamborghini showcases the all-encompassing versatility and performance of the Urus SE

Sant'Agata Bolognese/Sardegna, May 26, 2026 – Automobili Lamborghini brought its most elemental driving journey to life with Esperienza Terra Sardegna, an exclusive 2-day luxury and lifestyle moment beyond the road that immersed select group of international guests in the untamed heart of the Mediterranean on board the Lamborghini Urus SE¹. Set among granite highlands, coastal panoramas and wild off-road trails, the program blended the hybrid performance of the Super SUV, part of Lamborghini's fully hybridized product range, with raw nature and diverse terrains, offering a setting where instinct, striking landscapes and different environments came together in perfect harmony.

"Esperienza Terra represents one of the most authentic expressions of Lamborghini's DNA beyond the product itself," said Federico Foschini, Chief Marketing and Sales Officer of Automobili Lamborghini. *"Through these experiences, we create a deeper connection between our cars, our clients and extraordinary environments, combining performance, innovation and Italian craftsmanship. With Urus SE, part of our fully hybridized product range alongside Revuelto² and Temerario³, Lamborghini is today the only super sports car manufacturer offering an entirely hybrid lineup—demonstrating how we can deliver uncompromising emotion across every terrain while advancing a more responsible future."*

Esperienza Terra is part of Lamborghini's broader Esperienza platforms, a global program designed to connect clients with the brand through immersive and true-to-place expedition. The program embodies a distinctive approach to engagement worldwide: on-track formats such as Esperienza Corsa refine driving skills, while Esperienza Avventura explores remote destinations, immersing guests in the authenticity of diverse landscapes and cultures. Esperienza Giro events unfold across picturesque routes where nature, gastronomy and heritage meet the emotion of Lamborghini driving. Within this ecosystem, Esperienza Terra stands out as the most elemental expression—where raw environments, instinctive driving and contemporary luxury converge into a singular journey.

Esperienza Terra Sardegna reaffirmed Lamborghini's approach to experiential excellence, translating the brand's core DNA into a fully immersive environment where performance, Italian identity and exclusivity merge. Designed for a global community of clients, the engaging event combined driving emotion with curated lifestyle moments, creating lasting connections between people, places and Lamborghini super sports cars.

The adventure began at Petra Segreta Resort & Spa, a secluded five-star retreat nestled in the hills of San Pantaleo. Surrounded by Mediterranean vegetation and sculpted granite formations, the resort offered a refined yet unspoiled Sardinian atmosphere, where contemporary luxury meets natural beauty. From welcome aperitivo to evening gatherings, the location became a gateway to the island's most genuine spirit.

Over the course of the two days, guests explored Sardegna through a dynamic route combining winding asphalt roads and demanding off-road terrains. From rally-inspired tracks to hidden paths carved into the landscape, every stage of the itinerary emphasized a dialogue between driver and environment, where precision, control and emotion defined the drive.

¹ Energy consumption Urus SE (weighted combined): 21,4 kWh/100 Km plus 5,71 l/100km; CO2 emissions (weighted combined): 140 g/km; CO2 class (weighted combined): E; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 12,9 l/100km

² Energy consumption Revuelto: (weighted combined): 4,7 kWh/100 Km plus 15 l/100km; CO2 emissions (weighted combined): 350 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 17,9 l/100km

³ Energy consumption Temerario: (weighted combined): 6,4-4,3 kWh/100 km plus 11,2-10,3 l/100km; CO2 emissions (weighted combined): 272-252 g/km; CO2 class (weighted combined): G; CO2 class with discharged battery: G; Fuel consumption with discharged battery (combined): 14 l/100km



The Lamborghini Urus SE, the brand's first plug-in hybrid Super SUV, once again demonstrated its ability to deliver uncompromising performance across every terrain, both on-road and off-road, with versatility and confidence. Its re-engineered 4.0-liter twin-turbo V8, paired with an electric powertrain delivering a combined 800 CV, allowed guests to immerse in a new dimension of performance. With dedicated driving modes and enhanced dynamics, the Urus SE is a benchmark in its segment, seamlessly shifting from near-silent electric driving in the city to the unmistakable roar of Lamborghini power across rugged terrain, reflecting the brand's forward-looking approach to performance and sustainability.

Beyond driving, Esperienza Terra Sardegna unfolded as a true lifestyle immersion, offering guests a genuine taste of Sardegna's atmosphere and character. During their exploration on board the Urus SE, guests discovered the island through its landscapes, local traditions and authentic moments, embracing Sardegna not as a destination to visit, but as a land to cross, to feel and to listen to. Carefully curated culinary and evening activities further reflected Lamborghini's commitment to exclusivity and value creation through unique, tailor-made encounters, reinforcing Lamborghini's concept of luxury as a broader vision of it beyond the car.

The overall program unfolded as a sensory progression shaped by wind, stone and silence, where the road was never just a route, but a journey of discovery through the untamed spirit of Sardegna.

This was not simply a destination to reach, but an experience to be lived.

Urus SE

The Urus SE, part of Lamborghini's fully hybridized range alongside Revuelto and Temerario, represents a new benchmark in the Super SUV segment, combining Lamborghini's signature performance with advanced hybrid technology. It is powered by a 4.0-liter twin-turbo V8 engine paired with an electric motor and a 25.9 kWh lithium-ion battery, delivering a total output of 800 CV and 950 Nm of torque. This advanced powertrain enables acceleration from 0 to 100 km/h in just 3.4 seconds and from 0 to 200 km/h in 11.2 seconds, reaching a top speed of 312 km/h, while offering over 60 km of electric driving range.

Equipped with 13 driving modes, including dedicated electric and hybrid configurations, the Urus SE delivers maximum versatility across every condition, from urban zero-emission driving to high-performance road use and demanding off-road environments. Thanks to its EGO mode, drivers can fully personalize powertrain, steering and suspension settings, while the integration of a centrally mounted torque splitter and an electronically controlled rear differential ensure optimal torque distribution. This advanced architecture guarantees exceptional agility, enhanced driving dynamics and superior traction across all terrains, reinforcing the Urus SE's position as a benchmark in its segment.

The Urus SE combines efficiency and performance without compromise, embodying Lamborghini's forward-looking vision of electrified super sports cars.

AUTOMOBILI LAMBORGHINI

Founded in 1963 in Sant'Agata Bolognese, Automobili Lamborghini is a global icon of Italian automotive excellence. After more than 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 twinturbo 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



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value chain under the “Direzione Cor Tauri” strategy. In 2025, the plant reached a new milestone with 10,747 cars delivered globally, while setting new benchmarks in both innovation and sustainability. With approximately 3,000 employees and a commercial presence in 57 countries through 186 dealers, Automobili Lamborghini continues to push boundaries while staying true to its core values: brave, unexpected and authentic.

Photos and videos: media.lamborghini.com

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