



The Evolution of Lamborghini's Super SUV: a story of performance, innovation and milestones

From Cheetah to Urus SE via LM002: half a century of Super SUV excellence from Sant'Agata Bolognese

Sant'Agata Bolognese, 22 June 2026 – Automobili Lamborghini's journey into the SUV segment began almost half a century ago with a pioneering vision that redefined the conventions of its time. The story starts with the Cheetah, a prototype originally conceived for military applications and ultimately leads to the Urus SE¹, the most advanced evolution of Lamborghini's Super SUV concept and best-in-class of its category.

Unveiled at the 1977 Geneva Motor Show, the Cheetah, together with its subsequent evolution, the LM001, remained at the prototype stage and the project was eventually discontinued. It was the ingenuity of Giulio Alfieri that revolutionized the original concept by relocating the Countach Quattrovalvole's V12 engine to the front, ultimately bringing the LM002 to life, in 1986. More than an extreme off-road vehicle, the LM002 stands as the true progenitor of Lamborghini's Super SUV concept.

Capable of exceeding 200 km/h and effortlessly conquering desert dunes also thanks to specially developed Pirelli tires, the LM002 delivered an unprecedented combination of luxury, exclusivity and performance. Production continued until 1992, with a total of 301 units built. Twenty-five years later, its legacy was carried forward by the Urus.

First unveiled as a concept in 2012 and subsequently introduced in production form in 2017, the Urus ushered in a new era for both the brand and the automotive industry. With the introduction of Lamborghini's first twin-turbo V8 engine, the company not only created a vehicle capable of extraordinary performance, but also redefined driving dynamics beyond the asphalt. Thanks to technologies such as rear-wheel steering and the Tamburo driving dynamics selector, Urus successfully combined the soul of a super sports car with the versatility of an SUV, attracting a new generation of customers and driving an unprecedented expansion for Lamborghini's production facility in Sant'Agata Bolognese.

The name Urus derives from the Latin term *urus*, referring to the aurochs, the ancient ancestor of modern cattle. Over time, the Urus family has evolved through different interpretations of the Super SUV concept, each expressing its own distinctive technical and stylistic identity. While the Urus Performante represents the ultimate expression of driving dynamics and performance—also demonstrated by its record-setting achievement at the Pikes Peak International Hill Climb—the Urus S interprets the Super SUV concept through a perfect balance of performance, luxury and versatility.

This ongoing path of innovation led to the debut of the Urus SE, the first plug-in hybrid generation of Lamborghini Super SUVs and the second model introduced as part of the company's Direzione Cor Tauri strategy. The Urus SE is not only the most powerful Urus ever produced but also represents a significant milestone in Lamborghini's decarbonization

¹ Urus SE (WLTP): Energy consumption (weighted combined): 21,4 kWh/100 Km plus 5,7 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



journey, harnessing electrification to enhance performance, driver engagement and the emotional experience that defines every Lamborghini.

The Urus family embodies a comprehensive expression of Lamborghini's philosophy, extending beyond technical excellence and performance. Through the Ad Personam program and numerous special editions, the Super SUV has become a symbol of exclusivity, style and personalization: from the Pearl Capsule and Graphite Capsule collections to the special Urus SE unveiled during Art Basel Miami Beach 2024, and most recently the Urus SE "Tettonero" Capsule revealed during Milan Design Week 2026.

Finally, the special version developed for the Italian State Police demonstrates how Lamborghini's automotive excellence can also be employed to support critical operations including the urgent transport of organs and plasma.

LM002

The history of Lamborghini SUVs dates back to 1977, when the Sant'Agata Bolognese-based company unveiled the Cheetah at the Geneva Motor Show, an all-wheel-drive prototype developed for military applications. Created in collaboration with the American company MTI, the vehicle featured a rear-mounted Chrysler V8 engine, a tubular steel chassis and an open fiberglass body. Despite its innovative concept, the Cheetah was ultimately unsuccessful in securing the government contract for which it had been conceived.

The project subsequently evolved into the LM001, which adopted Lamborghini's Countach-derived V12 engine while retaining the rear-engine layout. However, testing in desert conditions revealed limitations related to weight distribution, prompting engineer Giulio Alfieri to fundamentally rethink the vehicle's architecture. With the LMA (Lamborghini Militaria Anteriore) prototype, the powertrain was relocated to the front, introducing a five-speed ZF manual gearbox and the option to disengage front-wheel drive. This development phase also included the experimental LM003, powered by a VM turbodiesel engine, and the LM004, equipped with a 7.0-liter marine-derived V12.

The project reached its definitive form at the 1986 Brussels Motor Show with the debut of the LM002, widely regarded as the world's first Super SUV. Powered by the 5.2-liter V12 engine from the Countach Quattrovalvole, producing 450 CV, the LM002 was capable of propelling its 2.7-ton mass beyond 200 km/h. To ensure exceptional performance even in the most demanding conditions, Pirelli developed the Scorpion BK tires specifically for the LM002.

The interior offered a unique balance of off-road capability and handcrafted luxury, featuring leather upholstery, wood trim, air conditioning and a range of exclusive appointments. Production ended in 1992 after 301 units had been built, including the LM/American version introduced in 1989 for the U.S. market.

Urus

In 2017, at its headquarters in Sant'Agata Bolognese, Automobili Lamborghini marked a milestone in its history with the unveiling of the Urus, the brand's first modern Super SUV. To



support this major technological and industrial leap, the company expanded its production facility from 80,000 to 160,000 square meters and introduced a highly innovative new paint shop.

At the heart of the vehicle lies a 4.0-liter twin-turbo V8, the first turbocharged engine in Lamborghini's modern history, developed to deliver outstanding torque from low engine speeds. Producing 650 CV and 850 Nm of torque, the Urus accelerates from 0 to 100 km/h in 3.6 seconds and reaches a top speed of 305 km/h. Its performance is supported by a carbon-ceramic braking system featuring 440 mm front discs, the largest fitted to a production vehicle at the time of launch.

The Super SUV's design draws directly from Lamborghini heritage. Its proportions follow the distinctive ratio of two-thirds bodywork and one-third glass surfaces, while the hexagonal wheel arches pay tribute to both the LM002 and the Countach. Driving dynamics are managed through the Tamburo selector, which allows drivers to choose between Strada, Sport, Corsa, Neve, Terra and Sabbia modes, in addition to the customizable Ego setting.

Agility is further enhanced by rear-wheel steering and active anti-roll bars. Inside, the cabin embodies Lamborghini's "Feel like a pilot" philosophy through a driver-focused design and the Lamborghini Infotainment System III featuring dual touchscreen displays.

The success of the Urus was immediate, attracting a significant share of new customers to the brand and further strengthening Lamborghini's global presence.

Urus Performante

The Urus Performante elevates the concept of the Super SUV to a new level in terms of performance, driving dynamics, and driver engagement. The main technical evolution compared to the standard version lies in the suspension system: the Performante adopts a setup focused on maximum dynamic precision, replacing the adaptive air suspension with dedicated steel springs. This technical solution ensures an even more direct response and optimized body control, further reducing body roll in the most dynamic driving conditions.

The twin-turbo V8 engine delivers 666 CV and 850 Nm of torque, ensuring outstanding performance in all conditions. Thanks to extensive use of carbon fiber and significant weight optimization, the vehicle accelerates from 0 to 100 km/h in 3.3 seconds and reaches a top speed of 306 km/h.

Aerodynamics have been completely reworked, featuring a new carbon fiber engine bonnet and a rear spoiler inspired by the Aventador SVJ, designed to increase rear downforce. In 2022, the Urus Performante also set the production SUV record at the Pikes Peak International Hill Climb, stopping the clock at 10:32.064.

Every detail, from the Akrapovič titanium exhaust system to the specially developed Pirelli P Zero Trofeo R tires, contributes to enhancing the vehicle's performance-oriented character, combining the capabilities of a super sports car with the versatility of a Super SUV.



Urus S

The Urus S was introduced in 2022 as the Lamborghini Super SUV version designed to combine performance, luxury, and versatility, joining the Urus Performante and expanding the Urus lineup. It shares the same 666 CV twin-turbo V8 engine as the Performante, delivering benchmark performance with a 0–100 km/h acceleration of 3.5 seconds and a top speed of 305 km/h.

The Urus S stands out for a specifically tuned adaptive air suspension system, engineered to ensure the perfect balance between comfort, driving dynamics, and versatility in all operating conditions.

The design introduces a series of styling updates, including a new front bumper with a matte black stainless steel underbody plate and a bonnet with dedicated air intakes, also available in carbon fiber.

The range of colors and finishes is further expanded through new Ad Personam customization options, with over 60 exterior and interior shades and new Sophisticated and Sportivo stitching patterns, expressing Lamborghini's commitment to design, craftsmanship, and personalization.

Urus SE

With the Urus SE, Automobili Lamborghini officially enters the plug-in hybrid electrification era, introducing the most powerful Urus in the lineup. Unveiled in 2024 at Auto China Beijing, the SE marks a new chapter in the "Direzione Cor Tauri" strategy, combining the twin-turbo V8 engine with a 141 kW electric motor. The system delivers a combined output of 800 CV and 950 Nm of torque, enabling a top speed of 312 km/h and a 0–100 km/h acceleration time of 3.4 seconds.

Thanks to its 25.9 kWh battery, the Super SUV can travel over 60 km in fully electric mode. From a technical standpoint, the SE introduces an electronic center torque splitter and an electronically controlled rear limited-slip differential, developed to deliver an even more engaging and dynamic driving experience.

Aerodynamics have been completely redesigned to improve cooling of the powertrain and braking system. The new floating bonnet draws inspiration from the Revuelto², while the rear features a new diffuser designed to increase downforce at high speeds.

Inside, the infotainment system introduces new displays dedicated to hybrid energy management and telemetry. Personalization also reaches new levels with over 100 body color options and 47 interior combinations, supported by Pirelli P Zero tires with Elect™ technology developed specifically for hybrid models.

² Revuelto (WLTP): Energy consumption (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



Lamborghini Urus ST-X

In November 2018, Lamborghini Squadra Corse unveiled the Urus ST-X Concept, the first racing interpretation of the Lamborghini Super SUV.

Defined by its matte Verde Mantis livery, the ST-X reduces weight by 25% compared to the road-going model and integrates FIA-homologated safety equipment, including a steel roll cage, fire suppression system, and FT3 fuel tank.

Powered by the 650 CV V8 engine, the car introduces several dedicated racing solutions such as hexagonal side exhausts, a fixed rear wing, and 21-inch single-nut wheels fitted with Pirelli tires, representing the most extreme expression of Lamborghini Squadra Corse expertise applied to a Super SUV.

Special editions

The exclusivity of the Lamborghini Super SUV is expressed through collections developed by the Ad Personam department, further enhancing design and personalization. The Pearl Capsule, introduced in 2020, features multilayer pearlescent colors combined with glossy black accents and two-tone interiors with Q-Citura stitching. The subsequent Graphite Capsule instead introduces matte shades paired with dedicated color highlights.

A special mention goes to the Urus Performante “Essenza SCV12,” a limited edition reserved for owners of the track-only hypercar of the same name, featuring exclusive Ad Personam details inspired by motorsport.

At Art Basel Miami Beach 2024, Lamborghini also presented a special Urus SE inspired by the city of Miami, featuring a sophisticated color combination with Blu Glauco accents and an additional 230 hours of handcrafted detailing.

Finally, at Milan Design Week 2026, the new Urus SE “Tettonero” Capsule was unveiled, a limited edition of 630 units characterized by the contrast between the bodywork and the glossy black roof, paired with dedicated finishes and details that emphasize the distinctive character of the Lamborghini Super SUV.

Lamborghini Urus from the State Police

Lamborghini’s engineering expertise and technological innovation are also deployed for public service through its long-standing collaboration with the Italian State Police. Over the years, the brand has delivered several vehicles for special operations, including the Urus Performante, which entered service in 2023.



Configured by the Centro Stile Lamborghini in the traditional blue and white livery, the vehicle is equipped for urgent organ transport and medical missions thanks to dedicated features such as a portable refrigeration system, a defibrillator, and emergency equipment.

In this context, the performance of the 666 CV twin-turbo V8 becomes an operational tool in support of rapid response and the protection of human life.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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